



IDENTIFICATION

Department	Position Title	
Municipal and Community Affairs	Manager, Lottery Programs	
Position Number	Community	Division/Region
21-15009	Yellowknife	Sport, Recreation and Youth / Headquarters

PURPOSE OF THE POSITION

The Manager, Lottery Programs is responsible for the management and delivery of the Western Canada Lottery Program (WCLP) in the Northwest Territories and Nunavut as dictated in the *Western Canada Lottery Act and Regulations* (WCLA) and the Western Canada Lottery Corporation (WCLC), the proceeds from which are used to help improve the well-being of community residents and move towards a goal of healthy, sustainable communities.

SCOPE

The Sport, Recreation and Youth division plays a key role in assisting the territorial and community governments in achieving a goal of healthy, sustainable communities. It also contributes to creating a territory-wide base of youth and volunteers who contribute to positive lifestyles in their communities.

Located in Yellowknife, the Manager, Lottery Programs (Manager) reports to the Director, Sport, Recreation and Youth, and is accountable for the successful management of and compliance requirements for the WCLP. The integrity and growth of the WCLP is an important factor promoting the success of sport, recreation and physical activity programs in the Northwest Territories (NWT). This position also manages, under contract with the Government of Nunavut and the Western Canada Lottery Corporation, these duties for the WCLP in that jurisdiction. The incumbent is responsible for assisting with the Department's role in the supporting the broader mandate of the GNWT.

The Manager is responsible for ensuring compliance with all finance, contribution policy and other program processes outlined in GNWT financial and administrative regulations and acts

including compliance with the WCLA, *Financial Administration Act (FAA)* and the operations agreement with the WCLC. The incumbent is also responsible for development and adherence to risk management processes related to all WCLP operations. The incumbent is responsible for assisting with the Department's role in the supporting the broader mandate of the Government of the Northwest Territories (GNWT).

The Manager is the Department's primary liaison with the WCLC.

This position has two direct reports and is responsible for managing annual lottery sales of \$16.4M and an O&M budget of \$1M.

Occasionally (up to 15%) the incumbent will be required to duty travel in and outside the NWT.

There is a higher than average requirement to apply attention to detail to ensure adherence to lottery standard operating procedures and protection of the integrity of the lottery system. As well, there are challenges working with retailers and staff who have many other priorities to ensure compliance with lottery requirements and standards. Dealing with non-compliance may occur and will require tact and patience. Maintaining a positive working relationship with retailers and WCLC staff is essential to maintaining the lottery delivery system.

RESPONSIBILITIES

1. Manage implementation of the WCLP as outlined in the WCLA and the WCLC regulations to ensure compliance and maximize the revenue available to support improved quality of programming and increased benefits to residents.

- Manage the fulfillment of Lottery Marketing Service Agreements with Government of Nunavut.
- Manage and oversees the sales reporting data system for retailers and Department reporting and accountability requirements.
- Manage scratch ticket security facilities and protocols.
- Develop and implement appropriate risk management policies and procedures.
- Work with WCLC to improve retailer network uptime and infrastructure.
- Work with WCLC to ensure appropriate maintenance performance standards are met.
- Work with WCLC to identify and implement new retail equipment.
- Institute retailer collection activities as required.
- Manage the resolution of retailer complaints.
- Address allegations of inappropriate use of lottery products.

2. Manage the financial operations of WCLP to ensure compliance and maximize the revenue available to support improved quality of programming and increased benefits to residents.

- Develop and maintain operational policy related to all aspects of financial management required by the WCLA and the FAA.

- Develop, maintains and continuously improves internal processes and systems, including but not limited to the following areas:
 - Reserve funds,
 - Multisport Games funding,
 - Purchasing and Inventory management,
 - Payables, receivables and cash flow management,
 - Regular and required Financial reporting,
 - Preparation and coordination of annual and special audits,
 - Reconciliation for all accounts.
- 3. Provide analysis and advice to support effective decision-making related to WCLP operations to ensure compliance and maximize lottery revenue to support improved quality of programming and increase benefits to residents.**
- Provide recommendations and advice to the Director on WCLP operations.
 - Lead the development and implementation of short and long-term financial planning and annual budgeting.
 - Provide assistance as required to subordinate staff in understanding the budget and appropriate financial management processes, including one-on-one guidance, workshops, and/or trouble shooting.
 - Provide financial reporting and audit processes advice to non-government sport, recreation and physical activity organizations supported by WCLP funding.
 - Supervise staff involved with financial data entry and bookkeeping functions and provide training and other support as required.
 - Support the implementation of strategic business projects that will result in increased lottery sales including: review and analysis of the Lottery retailer network, and identification of growth opportunities.
- 4. Manage the development and implementation strategic business plans for the WCLP (in compliance with the WCLC standards) to promote increased sales to support improved quality of programming and increased benefits to residents.**
- Provide advice and assistance to the Director in the development of new and revised Departmental policy.
 - Development and implementation of plans, policies and procedures.
 - Development and implementation of creative and relevant marketing projects and promotions.
 - Forecast financial resource and operational needs for marketing initiatives and ensure adherence to budget.
 - Manage the development of positive working relationships with suppliers (communications outlets, printing companies, advertising agencies and graphic designers) to ensure the successful development and implementation of marketing materials.
 - Manage the media, marketing and branding of the WCLP.
 - Manage responsible gambling programs.
 - In cooperation with WCLC gather and analyze sales data to make recommendations for adjustments in product channels to maximize sales.

- Manage the development of new, and continuously improves, existing initiatives to improve the financial return of the lotteries' marketing activities.
5. **Manage relationships with other Provincial / Territorial lottery authorities to ensure awareness of best practices and to maximize lottery revenue in the NWT and Nunavut to support improved quality of programming and increased benefits to residents.**
 6. **Manage new retailer acquisition and retailer retention programs to maximize lottery revenue to support improved quality of programming and increased benefits to residents.**
 7. **Assist the Manager, Sport and Recreation to monitor and revise the WCLP funding policy and procedures to protect lottery revenues, effectively manage contribution agreements with partners and support long-term sustainability of proceeds from investments to support improved quality of programming and increase benefits to residents.**
 - Work closely with the Manager to provide financial advice on the development and monitoring of the WCLP funding policy.
 - Assist in the implementation of accountable and reporting requirements.
 - Adjust Contribution Agreement funding as required.
 8. **Assist the Director with the Department of Finance on reporting and control measures related to the WCLP to improve Division efficiency to support improved quality of programming and increase benefits to residents.**
 - Develop the annual WCLP report for tabling by the Minister in the Legislative Assembly
 - Develop the annual Information Item for inclusion in the Department's business plan and main estimates.
 - Manage the completion of an audit for the WCLP.
 - Manage the provision of information for all other GNWT reporting related to the WCLP.
 9. **Assist the Director in all other financial management responsibilities related to the Sport, Recreation and Youth Division to improve Division efficiency to support improved quality of programming and increase benefits to residents.**
 - Supports the preparation of the annual business submissions.
 - Support the preparation of annual main estimates submissions.
 - Complete monthly financial variance reports for the Division.
 - Assist Managers and Program officers with Contribution Program management.
 - Assist Managers and Program officers with O&M budget management.
 - Lead the development and implementation of all other financial management requirements for the Division.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

No unusual demands.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of current accounting practices and standards for government.
- Knowledge of financial planning and management,
- Knowledge of project management and organizational development.
- Knowledge and management of complex governance and third-party agreements.
- Knowledge of public recreation, sport, volunteer and youth systems.
- Knowledge of evaluation processes and procedures and their use in adapting programming.
- Knowledge of sales, marketing and advertising best practices.
- Communications skills (written, verbal and plain language).
- Computer skills including spreadsheets and accounting software.
- Interpersonal skills, including active listening and awareness of cultural and language differences and in dealing with youth facing social and health issues.
- Mentoring, guiding, and supervisory skills and the ability to motivate others to take action.
- Strategic thinking skills.
- Ability to forecast financial resource and operational needs for marketing initiatives and ensure adherence to budget.
- Ability to manage and oversee the sales reporting data system for retailers and Department reporting and accountability requirements.
- Ability to develop, maintain and continuously improve internal processes and systems.
- Ability to create a positive work and team environment.
- Ability to see patterns when problem solving and decision making.
- Ability to analyze potential solutions using diverse information.
- Ability to monitor work towards goals and prepare for change.
- Ability to improve performance and adapt readily.
- Ability to act as a key team player and support learning in others and self.
- Ability to identify and advocate for resource effectiveness.
- Ability to manage time, set priorities and make decisions.
- Ability to resolve conflicts and differences of opinion with innovative solutions.

Typically, the above qualifications would be attained by:

A four (4) year degree and eight (8) years of progressive management and project management experience.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security

- ☐ No criminal records check required
- ☒ Position of Trust – criminal records check required
- ☐ Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- ☐ French required (must identify required level below)
 - Level required for this Designated Position is:
 - ORAL EXPRESSION AND COMPREHENSION
 - Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
 - READING COMPREHENSION:
 - Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
 - WRITING SKILLS:
 - Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
- ☐ French preferred

Indigenous language: Select language

- ☐ Required
- ☐ Preferred