



IDENTIFICATION

Department	Position Title	
Municipal and Community Affairs	Manager, Lottery Programs	
Position Number	Community	Division/Region
21-15009	Yellowknife	Finance and Administration/HQ

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 (NWT) and Nunavut in accordance with the *Western Canada Lottery Act* (WCLA) and Regulations, as well as coordinating the activities and responsibilities of the Northwest Territories Lottery Commission (NWTLC), working with the Western Canada Lottery Corporation (WCLC). This work is done within the context of federal and Government of the NWT (GNWT) legislation, regulations and policies in a manner that supports the Department of Municipal and Community Affairs (MACA) to achieve its mandate through the promotion of healthy, sustainable communities and the improvement of well-being of residents.

SCOPE

MACA is responsible for the development and maintenance of community governments, responsive and responsible to the residents, with sufficient legal authority and resources to carry out community responsibilities, provide public programs and services essential to good community life and to deal effectively with other government organizations. The Department is also responsible for protecting the interests of consumers. The Department accomplishes this mandate through supporting capable, accountable and self-directed community governments in providing a safe, sustainable and healthy environment for community residents.

MACA is highly decentralized in the delivery of its programs and services. Its regional offices operate in a complex environment serving remote and often isolated communities with limited capacity, extreme weather conditions, short construction seasons, challenging seasonal transportation logistics, and close proximity to an active political environment.

Located in Yellowknife and reporting to the Director, Finance and Administration, the Manager, Lottery Programs is responsible for the successful management of the WCLP, including



ensuring compliance with WCLA requirements. The integrity and growth of the WCLP is an important factor in funding sport, recreation, and physical activity programs in the NWT. The incumbent is expected to develop and implement effective strategic business and marketing plans to support lottery sales. The incumbent is also responsible for coordinating the NWTLC, ensuring its statutory roles and responsibilities are carried out effectively and with accountability. This position manages, under agreement with the Government of Nunavut and the WCLC, all WCLP duties on behalf of Nunavut. The incumbent acts as the Department's primary liaison with the WCLC.

The Manager, Lottery Programs is responsible for ensuring compliance with all finance, contribution policy and other program processes outlined in 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 auditing and risk management processes related to all WCLP operations.

Due to the nature of garnering funding for the NWT's sport, recreation and physical activity programs, the Manager, Lottery Programs is also involved in supporting and assisting in the implementation of broader socio-economic-related Mandate commitments and priorities of the GNWT.

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. There can be challenges working with retailers and staff that have many other priorities in order 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.

The Manager, Lottery Programs is responsible for the management of the financial and human resources within the Unit including the supervision of three (3) direct report positions and is responsible for managing annual lottery sales of roughly \$22 million and a budget of roughly \$1 million. The incumbent exercises full spending, payment and commitment authority, and at times acts for the Director, Finance and Administration.

The Manager has significant latitude and a high level of accountability and is expected to be able to work within best practices, functional precedents, and broadly defined policy objectives. Failure to effectively carry out the responsibilities of the position is likely to result in potential liability and reputational harm for the GNWT.



RESPONSIBILITIES

1. Manages the WCLP in accordance with the WCLA and the WCL Regulations, including overseeing and advising on financial operations, to ensure compliance and maximize the revenue available to support improved quality of programming and increased benefits to residents.

- Manages agreements entered into with the WCLC, the Government of Nunavut, and other entities related to the conduct, management and operation of lotteries and lottery tickets.
- Manages and oversees retailer onboarding to ensure compliance.
- Manages and oversees the sales reporting data system for retailers and Department reporting and accountability requirements.
- Manages scratch ticket security and distribution facilities and protocols.
- Develops and implements appropriate risk management policies and procedures.
- Works with WCLC to improve retailer network uptime and infrastructure.
- Works with WCLC to ensure appropriate maintenance performance standards are met.
- Works with WCLC to identify and implement new retail equipment.
- Institutes retailer collection activities as required.
- Manages the resolution of retailer complaints.
- Addresses allegations of inappropriate use of lottery products.
- Develops and maintains operational policy related to all aspects of financial management required by the WCLA and the FAA.
- Develops, maintains, and continuously improves internal processes and systems related to reserve funds.
- Develops, maintains, and continuously improves internal processes and systems related to multisport games funding.
- Develops, maintains, and continuously improves internal processes and systems related to purchasing and inventory management, payables, receivables, cash flow management, and account reconciliation.
- Carries out regular and required financial reporting.
- Carries out, prepares and coordinates annual and special audits.
- Provides recommendations and advice to the Director on WCLP operations.
- Leads the development and implementation of short and long-term financial planning and annual budgeting.
- Manages and provides assistance to subordinate staff in understanding the budget and appropriate financial management processes, including one-on-one guidance, workshops, and trouble shooting.
- Provides financial reporting and audit processes advice to non-government sport, recreation and physical activity organizations supported by WCLP funding.
- Supervises staff involved with financial data entry and bookkeeping functions and provides training and other support as required.



2. Coordinates the NWTLC in a manner that fulfills its responsibilities and authorities under the WCLA in an effective and accountable manner.

- Reviews and develops policies, procedures and forms respecting the conduct, management and operation of lotteries and respecting the marketing and distribution of lottery tickets, for approval and establishment by the NWTLC.
- On behalf of the NWTLC, engages the services of such experts and professionals as the Commission considers necessary for the proper conduct of its business.
- Supports the NWTLC to make decisions and orders respecting the conduct, management and operation of lotteries.
- Prepares agreements for NWTLC approval and signature related to the conduct, management and operation of lotteries and respecting lottery tickets.
- Ensures NWTLC compliance with the GNWT planning and accountability framework in accordance with the FAA.
- Receives and reviews applications from potential lottery retailers and prepares briefing packages for NWTLC decision.
- Liaises with local authorities, coordinates NWTLC correspondence with local authorities, and works with local authorities to ensure the NWTLC receives all resolutions and information necessary to process retail applications.
- Ensures the NWTLC complies with all public notice requirements in accordance with the WCLA.
- Develops criteria to guide the NWTLC review of applications from potential retailers to ensure consistent, transparent decision-making.
- Prepares NWTLC recommendation packages for Minister review and approval.

3. Manages the development and implementation of strategic business and marketing plans for the WCLP, in compliance with the WCLC standards, to promote increased lottery sales.

- Provides advice and assistance to senior management in the development of new and revised departmental policy.
- Develops and implements plans, policies, and procedures to guide the strategic management of the WCLP.
- Collaborates with the Sport & Recreation division and regional recreation coordinators to align lottery funding priorities with community needs and promote awareness of lottery proceeds supporting sport and recreation programs.
- Develops and implements creative and relevant marketing projects and promotions to promote lotteries sales.
- Supports responsible gambling education programs and promotes social responsibility.
- Forecasts financial resources and operational needs for marketing initiatives and ensures adherence to approved budgets.
- Manages the development of positive working relationships with suppliers such as communications outlets, printing companies, advertising agencies, and graphic



designers to ensure the successful development and implementation of marketing materials.

- Manages the media, marketing, and branding of the WCLP.
- Manages responsible gambling programs.
- In cooperation with the WCLC, gathers and analyzes sales data to make recommendations for adjustments in product channels to maximize sales.
- Manages new retailer acquisition and retailer retention programs to maximize lottery revenue.
- Manages the development of new and continuously improves existing initiatives to improve the financial return of lotteries marketing activities.
- Develops, implements and supports 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. Liaises and works with senior management, other divisions, and interdepartmental and interjurisdictional colleagues to maximize lottery revenue in the NWT and Nunavut to support improved quality of programming and increased benefits to residents.

- Maintains relationships with Government of Nunavut and other Provincial/Territorial lottery authorities to gather information on lottery management best practices, issues, and latest legislative and policy updates.
- Attends workshops, conferences, and Federal/Provincial/Territorial meetings to increase awareness of lottery best practices and ensure NWT programming meets best practices.
- Works with the Sport, Recreation and Youth division and 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.
- Assists the Manager, Sport and Recreation in the implementation of accountable reporting requirements.
- Liaises with the Manager, Sport and Recreation on programming needs and adjusts lottery contribution agreement funding appropriately.
- Supports the Manager, Sport and Recreation and program officers with contribution program management and budget management.
- Provides financial advice on the development and monitoring of the WCLP funding policy.

5. Coordinates quality and risk assurance control measures and carries out reporting related to the WCLP.

- Develops the annual WCLP report for tabling by the Minister in the Legislative Assembly



- Develops the annual WCLP information item for inclusion in the Department's business plan and main estimates.
- Manages the completion of annual audits of the WCLP.
- Manages the provision of information for all other GNWT reporting related to the WCLP.

6. Manages the human and financial resources of the Lottery Programs Unit, supports the Director, Finance and Administration in carrying out financial management responsibilities, and contributes to the management of the division.

- Manages human resources functions including recruitment and performance management of staff reporting to the position.
- Participates in strategic planning processes leading to the establishment of appropriate and measurable goals and objectives.
- Effectively communicates expectations and performance objectives to staff and monitor and/or evaluate performance at regular intervals.
- Develops staff capability through provision of ongoing advice, direction and support including provision of appropriate training or other development options.
- Ensures staff have access to necessary resources, supplies, equipment, and information.
- Informs staff about governmental, departmental and divisional initiatives and priorities
- Prepares, manages and controls the section budget by monitoring expenditures, preparing variance reports and taking corrective action as required.
- Assists in divisional budget planning and expenditure management.
- Supports the preparation of the Department's annual business plan.
- Supports the preparation of the Department's annual main estimates.
- Represents the Department on GNWT committees and working groups.
- Develops and advertises Requests for Proposals and awards and manages contracts as necessary to retain contractors to undertake work for the department.
- Acts as Director, Finance and Administration as and when required.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.



Mental Demands

Occasional travel up to four (4) times a year for one (1) week at a time within and outside the NWT is required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of current accounting practices and standards for government.
- Knowledge of financial planning and management.
- Knowledge of financial planning techniques and tools such as budget forecasting and variance reporting.
- 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 strategies and data analytic tools to optimize sales and evaluate marketing effectiveness.
- Knowledge of the GNWT's structure and operations, priorities, business strategies, departmental mandates, and organizational design.
- Knowledge of the history, culture, political and economic aspirations of Indigenous people and other Northerners.
- Knowledge of and the ability to apply best practices in financial and human resources management.
- Knowledge of MS Office operating systems and software (Word, Excel, PowerPoint, Teams, Outlook, Access), Adobe Acrobat Pro, and appropriate use of the internet.
- Computer skills including spreadsheets and accounting software.
- Problem solving and planning skills, including analytical and interpretive skills.
- Communications skills, both written and verbal, including the ability to explain financial concepts to people with limited or no accounting skills in plain language.
- 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.
- Organizational skills.
- Ability to forecast financial resources 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 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 identify and advocate for resource effectiveness.
- Ability to manage time, set priorities, work to deadlines, make decisions, and respond effectively to frequently changing priorities and deadlines.
- Ability to work independently and take initiative.
- Ability to create a positive work and team environment.
- Ability to act as a key team player and support learning in others and self.
- Ability to resolve conflicts and differences of opinion with innovative solutions.
- Ability to work with people in an effective, tactful manner.
- Ability to effectively lead, manage, supervise, mentor, and motivate staff.
- Ability to work effectively with team members from a variety of backgrounds and cultures.
- Understanding of the impacts of colonization and institutional and structural racism and biases on society, in particular Indigenous people who make up more than half the NWT population.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A bachelor's degree in public administration, business administration, financial management, policy studies, communications, marketing or a related field, and five (5) years of progressive experience in financial management or project management, including one (1) year of supervisory experience.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- 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