



Do you love to entertain people? Would you like to make some extra cash? Join the Idaho Lottery Wooh Crew!

Intralot, Inc., a vendor partner to the Idaho Lottery, is looking for outgoing, confident, charismatic people to interact with the public selling and promoting Lottery products as a member of the Wooh Crew – the Idaho Lottery’s event team. As a Wooh Crew member, you will provide Idaho Lottery players a fun, entertaining, quality product at various events around the state. Our focus is entertainment – we know how important it is to provide fun! Our “ambassadors” are trained to provide Lottery products and how-to-play tips along with a smile, optimism, and a little luck.

Each year the Idaho Lottery evaluates its events based on performance criteria to determine which venues would be most beneficial for providing entertainment to people all over the state of Idaho. The schedule will change from year to year and team members may be assigned to events throughout the year. Travel expenses and per-diem are paid for by the Lottery. Applicants should be able to work days, weeknights and weekends when necessary. Events times and days always vary.

The Wooh Crew will also participate in event meetings once a month and are encouraged to offer new experiential marketing ideas. They will also provide post-evaluations of each event.

Duties and Responsibilities

Under the direct supervision and control of the Event Coordinator, performs the following duties and responsibilities. Other miscellaneous duties may be assigned.

- Work special events across the state throughout the year, including fairs, festivals, town celebrations, retailer locations.
- Seek out player contact to promote Idaho Lottery sales and promotional initiatives.
- Provide players a fun, entertaining, quality product and experience.
- Maximize positive communications and interactions with Idaho Lottery players; reinforce benefits messaging.
- Facilitate Idaho Lottery player involvement and market growth through product trial, up-selling and increasing VIP membership.
- Educate players on how to play games (HTP), website content and smart phone applications to make them more loyal, savvy players.
- Leverage social media and mobile uploads to enhance event experience and exposure.
- Provide value to Lottery and retailers by supporting shared goals through retailer promotions.
- Conduct marketing research intercepts and provide marketing data/feedback to Intralot and Lottery.
- Set-up equipment, including terminals, communications and peripherals at events.
- Other duties as assigned.

Education, Training and Experience

- Applicants must be 18 years or older.
- 6 months customer service experience preferred.
- Strong communication skills, including one-on-one, small group, public speaking and presentation.
- Willingness to quickly and independently gain knowledge and educate others about Idaho Lottery promotions, and all Lottery games.

- Computer literacy skills in MS Excel
- Social media engagement experience (Facebook, Instagram, Twitter)
- Able to travel periodically throughout the year and frequently during late August through mid-September, including multi-day travel.
- Ability to lift 30+ pounds.

Employment Eligibility Verification

Must possess valid documentation to establish identity and U.S. employment eligibility.

Security Requirements

Submission to, and ability to pass, a thorough pre-employment credit history and criminal background check by the Lottery and Intralot, Inc. is a requirement of employment. A pre-employment drug screening is also a requirement.

Special Requirements

Must possess a valid driver's license with a clean driving record.

Salary: \$15/hour with event incentive bonuses