Our innovative and growing company is looking for a database marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for database marketing

- Search databases for new prospect companies and contacts based on market segmentation, industry criteria, and contact demographics
- Scrub existing database to ensure accuracy
- Manage the marketing relationship with internal and external technology teams focused on collecting, analyzing, and executing campaigns based on consumer data
- HHHandle all database analysis requests by executing the requests or interfacing with internal database teams
- Interfaces with various internal marketing, technology, products and research groups to ensure that all data needs are met and managed properly
- Work across all Turner Sports properties
- Strategically & tactically drives continuous data cleansing and profiling/segmenting initiatives
- Lead a recurring dialog with HQ and Area leadership partners on what our business expectations are and/or should be
- Explore new ways to analyze business performance
- Manage Database Marketing Analyst who provides direct mail/catalog campaign, customer metrics and business intelligence reporting

Qualifications for database marketing

- Due to the high complexity of the duties and responsibilities, this person must have advanced knowledge of Excel functions such as Pivot Tables,

- Solid knowledge of CRM/relational database best practices data integrity/governance, house-holding
- Degree in Business Informatics, Marketing, IT or equivalent area
- Several years of experience in data management and database marketing in a global company environment, preferably within an STM publisher or a similar diversified field
- Proven track record in developing and executing data-driven targeted marketing programs from up-front strategic development to back-end fulfillment and measurement
- Proficiency with Microsoft Excel including the capability to format spreadsheets, apply formulas, link spreadsheets