



# Example of Database Marketing Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of database marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for database marketing

- Develop new Business Intelligence reporting package and automate manual reporting where possible
- Assess the quality and health of customer and prospect database
- Manage Experian database services
- Develop plan and business case to optimize database usage and support
- Partner with IT and Brands to strategize annually toward new marketing solutions which drive incremental revenue online and offline
- Oversee a loyalty pilot in partnership with Brand teams, proving business case for investment and increasing loyalty enrollment attracting new members (2017/18)
- Work with CRM Operations team to ensure campaign design supports goals
- Interpret business requests into actionable strategies and reporting
- Oversee the development and enhancement of Customer Metrics reporting for multi-channel direct marketing campaigns and other marketing programs as needed
- Work with outside vendors and IT to ensure the accuracy, completeness and integrity of customer and prospect data

## Qualifications for database marketing

- Manage and co-ordinate the inputting of contacts from across the firm into the CRM database

- Must have strong knowledge of personal computers, specifically with software programs such as Microsoft Office and Microsoft Access
- Familiarity with email CAN-SPAM compliance laws and opt-in best practices
- Solid understanding of data marketing concepts, and very strong project management skills
- Excellent analytical skills and ability to synthesize a large quantity of data into actionable conclusions