



Example of Database Marketing Job Description

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Our company is searching for experienced candidates for the position of database marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for database marketing

- Responsible for identifying data issues, their impact on the business and driving solution fixes with IT, internal business partners and vendors
- Support all brands in tracking and prioritizing data requests
- Acquire and enter leads via email, trade shows, advertising, in a centralized online sales database
- Manage lead routing for the Sales Development team
- Manage contact acquisition
- Works closely with Vice President to develop the property's overall reinvestment strategy
- Conducts market research, analyzes gaming industry trends & utilizes local market dynamics as a basis for visioning and designing all direct marketing campaigns
- Oversees implementation, execution and maintenance of comprehensive competitor shopping program
- Serves as subject matter expert for Marquee Rewards loyalty program
- Creates and supports direct mail production schedule and calendar

Qualifications for database marketing

- 2+ years of collaborating with stakeholders
- Solid knowledge of CRM/relational database best practices (householding, auditing, reporting, test/control, sizing)

- Experience with Tableau and other reporting suites
- Strong communication and presentation skills, with ability to comfortably work with a wide range of stakeholders across all levels including senior management at the Sr