

**Easter Seals, Inc.**  
**Job Description**

**Job Title:** Senior Database Marketing Manager  
**Department:** Direct Marketing Department  
**Reports to:** Assistant Vice President, Production and Marketing Services  
**FLSA Status:** Exempt  
**Prepared Date:** 2/10  
**Location:** Easter Seals Inc., Chicago, IL

**SUMMARY**

Responsible for managing key service bureau relationships as well as database marketing staff. Performs database marketing and segmentation for Easter Seals, Inc. direct response program. Manages file maintenance and the production of reports/analysis and other output from the database to support the needs of affiliates and headquarters. Manages all external data processing to the marketing database.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Responsible for the analysis and segmentation of the direct response campaigns. Is proficient in the use of the online tools available to mine the database. Manages the outside data analyst to maximize the resource.

Manages the CRM Business Analyst and is responsible for the training and professional growth of the individual.

Directs the management of the hygiene and file maintenance issues as well as data processing requests. Serves as a back-up for these processes as needed.

Manages the flow and priorities of the work load within the database marketing area. Reports regularly to the AVP on progress. Proactively provides recommendations and opinions for improvements in process and data quality.

Manages key service bureau relationships; is the lead in establishing weekly and quarterly meetings to manage short-term projects and long term strategic database initiatives.

Manages all internal and external interfaces with the constituent database. Audits the data imports and works to resolve any issues. Manages the development and implementation of new interfaces and synchronization of any additional database sources.

Manages the interactive database (Convio) per the specifications of the Director, Interactive Marketing. Responsible for the file maintenance of the system to include advising on technical upgrades and hygiene. Provides support as needed for developing and fulfilling report and query requests.

Project manages the synchronization between the Team Approach and Convio marketing databases. Develops documentation to outline specifications and coordinates all internal and external resources.

Audits monthly/weekly management reports for accuracy and posts approved file for department access. Creates specifications for new reports for the department and project manages the service bureau.

Proficient in special database software applications designed and/or purchased to facilitate strategic management of the direct response program. (DonorCentrics Cube, LTV Cube, SAR) Improve the tools by suggesting changes and/or additions.

Oversees upgrades as needed to the database. Tests upgrade prior to execution to ensure accuracy of the data and minimizes interruptions to the database.

Participates in evaluating and recommending software solutions for the direct marketing program.

Performs special analysis and queries as needed.

Understands and endorses the mission and values of Easter Seals

Enthusiastically supports every team member by conducting business ethically and with integrity, demonstrates respect for fellow colleagues; shows dedication to improving quality, and is committed to customer service.

Performs other related duties as assigned or requested.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge of Microsoft Word, Microsoft Excel, Windows and the Internet

Must be a self-starter and have ability to work independently, manage several projects at one time and be deadline oriented

Ability to handle details, use good judgment and follow through with little supervision

Excellent communication, writing and decision-making skills

Must be detail oriented and organized

Must have good problem-solving skills

Experience with an on-line computer system; Team Approach and Access a plus

Analytical and data mining experience

Ability to manage staff

### **EDUCATION and/or EXPERIENCE**

Bachelor's Degree or equivalent combination of education and work experience

Minimum of 5 years data base marketing experience

Employee:\_\_\_\_\_Date:\_\_\_\_\_

Supervisor: \_\_\_\_\_Date:\_\_\_\_\_

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.