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| <b>Job Title</b>  | Database Marketing Account Manager    |
| <b>Reports to</b> | Database Marketing Operations Manager |

### **Job purpose**

To manage marketing account operations for our clients, while ensuring partner and customer satisfaction.

### **Duties and responsibilities**

- Execute email marketing strategy on behalf of clients
- Track analytics and campaign results, internally & externally
- Communicate regularly with clients to discuss current marketing efforts and strategy
- Build and maintain strong customer relationships through phone calls and email communication
- Provide appropriate solutions and resolve any issues in an attempt to retain clients
- Work within CRM to maintain accurate contact and account records

### **Qualifications**

The best candidates for this position will possess the following:

- Excellent verbal and written communication skills
- Strong organizational skills and the ability to multi-task
- Experience providing superior customer service
- Ability to think and work independently and as part of a team
- Analyze information skillfully and find effective solutions to problems
- Experience working with Microsoft office suite including Excel
- Experience working with database or CRM software
- Ability to identify process inefficiencies and recommend improvements

Requirements for this position are the following:

- 4-year degree in marketing, business, communication, public relations, advertising or a related field
- Strong verbal and written communication skills
- Willingness to work in a team-based atmosphere and take direction from leadership

- Previous work experience that demonstrates interaction and service

### **Company Benefits**

- Open-floor office environment with standing desks
- Flexible hours
- Work from home policy
- 3 weeks of paid time off
- 8 paid major holidays
- 2 paid floating holidays
- Health insurance plan
- 401(k) plan with a 3% employer contribution
- Generous quarterly incentive program

*AltaVista Strategic Partners is an equal opportunity employer and will consider all applications equally and without regard to race, sex, creed, religion, color, national origin, age, family history, or sexual orientation.*