

**Job Description Summary:**

Responsible for the routine administering, implementing and planning activities connected with the database marketing software program, Market\$harp. Helps accomplish Company's marketing goals by creating, maintaining and reporting from program databases, edit program's documents, and assesses communications, forms and other material for content. Initiates and produces direct marketing campaigns, reports campaign results and enhances future campaigns.

**Principal Duties and Responsibilities:**

1. Inputs data, prints and mails all correspondence related to database marketing program on a daily basis. Generates reports and correspondence from marketing program as requested.

**Database Marketing Program Requirements:**

- Enter/Record lead sheets, customer contracts and follow-up results on a daily basis
  - Prepares/Prints/Sends all next action tasks
    - Recontacts
    - Thank You Letters
    - Follow-Up Efforts
    - Customer Satisfaction Surveys
    - Etc.
  - Create new promotional mailer messages
  - Prepares/Prints/Sends promotional mailers (folds, bundles, stamps, mails, etc.)
    - Jobsite Radius Marketing
    - Zip Code Mailing
    - Home Show Follow-up
    - Future Interest Mailers
    - Referral Promotions
    - Etc.
  - Prepares/Prints weekly, monthly and year-to-date sales reports
  - Orders and keeps an inventory of regularly used full-color promotional mailers
  - Arranges for "Refresh" of prospect database every 18 mos.
2. Maintains annual marketing calendar/mailing logs for use with database marketing program.
  3. Maintains knowledge of proper USPS postage and mailing requirements
  4. Interacts and communicates daily with salespeople/sales manager to aid in decision-making on appropriate follow-up actions.
  5. Answers phone inquiries from prospective clients and schedules appointments for Company product presentations.
  6. Compiles information/literature requested by prospective clients and customers on Company products and services and prepares for mailing.
  7. Performs back-up function on computer system on a daily basis and a full back-up of system on a monthly basis. Stores disks/tapes according to established procedures.

**Other Duties and Responsibilities:**

1. Greets customers and visitors infrequently and in a professional manner as they arrive, assesses their requests and or inquiries, directs them to the appropriate individual for assistance. Takes readable and understandable messages and delivers promptly. Stays within the vicinity of the reception area at all times or coordinates with other staff to cover for any absence. Maintains the professional appearance of the reception area. Signs for deliveries.

2. Answers as many incoming telephone calls by the third ring as possible and directs caller to appropriate individual. Takes readable and understandable messages (including name of caller, telephone number, date and time of call, and reason for call) as necessary and promptly forwards them to the recipient.
3. Orders office supplies and Company marketing supplies as authorized and distributes them when they arrive. Maintains adequate inventory of frequently used supplies. Maintains and coordinates service of office equipment.
4. Maintains up-to-date knowledge of trends in industry and technology in order to serve as an informational resource to customers.
5. May occasionally attend, offer, and explain Company's products at industry trade shows.
6. Other duties as may be necessary to fulfill the responsibilities of this position.

**Work Relationships and Scope:**

Reports directly to the Office Manager. Works closely with marketing team, sales team, and Office Manager. Has regular contact with almost all employees of the Company, customers, vendors, suppliers, and the general public.

**Performance Expectations:**

Quality, accuracy, timeliness, reliability, creativity and thoroughness of work performed; courteous and cooperative relationships with other Company employees and customers; professional workplace appearance and conduct; reliability in reporting to work regularly and on time; understand and adhere to Company policies and procedures; effectively communicate and develop good working relationships with coworkers and customers. Maintain the integrity of confidential business and personnel information.

**Working Conditions:**

Work is performed in a pleasant office environment. Hours of work will generally be during regular business hours and average 40 hours per week, with some unscheduled overtime. Must be able to work with constant interruption. Deadline pressure is an integral part of the job. Regularly uses computer and printer. Some exposure to repetitive work on computer. Will alternate walking, sitting, and standing throughout work shift. Must be able to lift and move up to 15 pounds of office supplies and equipment. Some bending, turning, and twisting to file and retrieve documents.

**Equipment Used:**

Utilizes a PC with Windows for word processing, spreadsheet, Marketsharp®, and other specific applications. Ten-key calculator, fax machine, office copier, computer printers, binding machine, paper cutter, credit card machine, postage meter and scale, and telephone.

This job description describes the general nature and level of work performed by employee assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by the President or General Manager. All requirements are subject to change over time and to possible modifications to reasonably accommodate individuals with a disability.

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Received by Employee

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Date