



## Marketing Database Assistant (Seasonal)

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Reports to: Product Marketing Manager/Database Specialist      Department: Marketing

Classification: Non-Exempt      Last Updated: 05/11/2020

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### Job Summary:

Performs a variety of data entry projects to help us with key initiatives this summer.

### Essential Sales Support Functions:

- FROG @ease Conversion Support
  - Order entry support for free units (up to 2000).
  - Data entry support to enter these consumers in Synergy.
  - Pre-stuffing follow-up envelopes with letter and coupon.
  - Pulling a daily report of those that received their free unit 2 weeks ago and creating address labels for the mailer to go out.
  - May be additional data from our test promotion to hot tub owners gleaned from MN wiring permits.
- Dealer Locator Vetting Project
  - Calling dealers that we didn't hear from on our email and snail mail project.
    - Find out if they are open and doing ok
    - If open, confirm which FROG products they are carrying
  - Send emails to dealers we have already determined have branding errors on their website with guidance on corrections needed (already defined)
- Dealer Database Cleanup
  - Look up dealers we have in the database but are not showing as purchasing our products to determine if they are still in business.
  - Inactivating from Synergy if it is determined they are not in business.
- Ongoing data help
  - Support to Marketing Assistant if normal registration or program data should spike up

### Essential Job Qualifications:

- High School Graduate.
- Must be detail oriented and able to move from project to project effectively.
- Microsoft Office Program knowledge a must.
- Exact Synergy CRM knowledge a plus, (training provided).