
Reports to: Product Marketing Manager

Department: Marketing

Classification: Exempt/Non-Exempt

Last Updated: December 15, 2021

Job Summary:

Management position ensuring the integrity of the King Corporate Business Systems (CRM and Marketing Automation) data and maximizing Marketing's efforts in meeting company goals. This position would also manage all Marketing Programs including tracking progress.

Essential Functions:

- Database Management, Data Governance, Training and Data Entry support
 - Data Domain Steward
 - Responsibility for the accuracy of our database
 - Training all personnel on data entry policies and procedures
 - Work with IT to define, implement, and enforce policies for proper data methods within our Corporate Business Systems
 - Ongoing monitoring of data integrity, corrective action, planning and implementing clean-up projects
 - Data Steward
 - Point person for reporting and dashboards that allow for data analysis that will help ensure the success of marketing efforts
 - Data Entry Supervisor
 - Manage the data entry clerks – full time employees and temporary staff
 - Hands on data entry at peak times to help support staff in keeping up
 - Program Logistics and Management
 - Handle all dealer sign up, reimbursement and communications to generate sales
 - Run the Program Logistics Team that determines how programs are handled and executed across departments
 - Tracking and evaluating program progress and report on monthly
 - Capture insights on program effectiveness to help create new program ideas
 - Marketing lead for ERP/CRM implementation
 - Act as Marketing representative in the cross functional teams regarding ERP, CRM, Marketing Automation and reporting
 - Point person to train the Marketing staff (and others) on all aspects of the new systems
 - Other Marketing Support
 - Ongoing competition tracking and reporting
 - On-line research on various subjects
 - Facilitating campaign logistics involving product delivery to consumers or dealers
 - Marketing projects as assigned by Marketing Director and Managers
 - Other duties as assigned
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Job Qualifications:

- Bachelors Degree
 - Good knowledge of CRM, ERP databases.
 - Must have supervisory experience.
 - Microsoft Office Program knowledge a must.
 - Must be detail oriented and able to move from project to project effectively.
 - Excellent verbal and written communication skills.
 - Strong problem solving and research skills.
 - High accuracy level while moving through projects quickly.
 - Effective interpersonal skills including the ability to listen and comprehend while communicating clearly and concisely.
 - Team player – willing to do what it takes for the advancement of the company.
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