

Position Description

Position Title:	Campaign Operations Associate
Reports To:	Manager, Campaign Operations
Department:	1670 - Marketing Operations
FLSA:(Exempt/Non-Exempt)	
Band/Level:	

Position Summary

The Campaign Operations Associate specializes in marketing campaign setup, audience selection, and collaboration across marketing, operations, and e-commerce teams. Responsible for campaign execution of direct mail and digital marketing campaigns to include campaign tracking, setup of pricing, promotional codes, inserts, and audience selection within the marketing database and CRM platforms. Partners with multiple internal groups to initiate process improvements and troubleshoot campaign issues.

Duties and Responsibilities

- Ensure campaigns are executed accurately and on time.
- Responsible for creating, revising, and finalizing direct mail and digital marketing campaigns within the CRM and marketing database applications. This includes flawless execution from the initial stage to the final stage
- Navigate internal marketing technology systems to ensure proper setup of marketing campaigns
- Setup and test promotion codes that are used online and over the phone.
- Setup and test customized premium programs that are included in customer orders such as free gifts, and promotional materials.
- Setup campaign price lists for direct mail and digital marketing campaigns.
- Performs quality checks on their own work, and cross check the work of team members.
- Develop rapport with marketers and other areas of the business. Create extensive network across the organization.
- Associate must be fluent in using marketing technology systems and have a strong understanding of how the systems and processes work together.
- Perform other duties as assigned.

Education and Experience

- Bachelor's degree from an accredited four-year college or university in related profession/field
- Minimum Years of Experience Required: 2+

Preferred Qualifications

- Strong attention to detail with the ability to multi-task in a fast-paced environment
- Excellent organizational, project, and time management skills
- Ability to set and maintain priorities in a multi-task environment and communicate potential issues.
- Technical aptitude (Excel and Database experience is key)
- Experience with marketing automation and campaign management software
- Good understanding of database principles with ability to write basic queries. Basic knowledge of SQL is a plus.
- An aptitude and interest in business and database applications
- Exceptional interpersonal skills and interest in working in a collaborative setting.

Position Description

- Strong verbal and written communication skills
- Accountability, integrity, attention to detail and a great attitude

Position Description Approvals	
Dept. Senior Executive:	
Date Approved:	
HR Representative:	
Date Approved:	