Practising Law Institute

Sr. Marketing Database Specialist

Practising Law Institute ("PLI") is seeking a Sr. Marketing Database Specialist for its robust, Manhattan-based Marketing team.

For over 80 years PLI has been the “gold standard” leader in continuing legal and professional business training education. With 250 employees in New York City and San Francisco, PLI holds over 400 live programs each year in state-of-the-art conference centers throughout the U.S. and abroad. Recent international seminar locations include London, Hong Kong and Brazil.

In addition to hosting innovative live programs, PLI streams webcasts and offers on-demand programs for thousands of participants each day. PLI publishes a range of legal Course Handbooks, has an award-winning eBook library, offers the nation’s leading preparation course for the Patent Office’s Registration Exam, and provides SEC compliance and accounting training through its SEC Institute. The organization also develops unique, inventive ways of learning through its Interactive Learning Center, and is deeply committed to the pro bono community, and public interest organizations.

Reporting to the Marketing Operations Manager, the Sr. Marketing Database Specialist will be responsible for growing and maintaining PLI’s database of individuals and organizations. Report and transform customer data into business intelligence, and perform various tasks to support sales and marketing operations. As the lead position in the group this individual is responsible for oversight of project management and team performance while reporting marketing database operations and project status to the Marketing Operations Manager.

Key Responsibilities:

- Manage and maintain the current customer database and CRM system. Build segmentations within the customer and prospect database.
- Coordinate and execute database projects. Ability to identify and streamline projects and processes for data enhancements. This involves working closely with the IT team and other departments to determine the scope and nature of such projects. Projects involve but are not
limited to database operations, quarterly NCOA processing, database attributes growth reporting, state of the database reporting, data element enhancements as well as database automation.

- Data Hygiene: Schedule and oversee regular data hygiene procedures. Update and maintain the quality of the data associated with the customers and prospects in our CRM system.
- Report and perform analysis on the customer database in order to appropriately segment and target various markets for multi-channel marketing campaigns. Identify and leverage marketing opportunities that reside within the database. Translates business needs into analysis providing insight, knowledge, and understanding of customers, products, and industries.
- Data mining, Research, and Monitoring. The lead specialist must be able to identify key prospecting opportunities. This includes database updates from new list building efforts and other multiple sources. Specialist must effectively find and use appropriate online and print directories, newsletters, and articles as well as relevant public websites.
- Other duties, as assigned.

There are no supervisory responsibilities with this position.

Qualifications and Requirements:

- 3+ years of experience in database marketing
- College degree, preferably in marketing or statistics
- Must be familiar with database concepts, practices, and operations
- Strong reporting and analytic skills with ability to validate and manipulate large amounts of data
- Intermediate to advanced skills with MS Excel, Cognos, and Sharepoint
- Proficiency in MS Office including Outlook and Access
- Strong verbal and written communication skills
- Experience with Salesforce or other CRM marketing platforms
- Knowledge of marketing platforms and technologies
- Understanding of direct or channel marketing
- Knowledge of legal and/or financial industry and terms a plus
PLI offers market-competitive compensation and a generous benefits package, including medical, dental and vision plans for employees and their families, ample paid time off and holidays, summer Fridays, career development opportunities, and work-life balance initiatives. The PLI work environment is interesting, collegial, intelligent and encouraging.

Qualified applicants please send your resume and cover letter, including salary expectations, to hr1@pli.edu. Indicate the job title “Sr. Marketing Database Specialist” in the subject line. Only those applicants who meet our requirements for this position will be contacted.

Practising Law Institute is an equal opportunity employer. More information about PLI may be found on our website www.pli.edu.