



Data Manager, Audience Development - Willoughby, Ohio

From a wide variety of magazines to eMedia, seminars, trade shows and custom print projects, Meister Media Worldwide is a leading Communication and Information Center for Worldwide, Specialized Agriculture.

Reporting to the Audience Development Director, this position will be responsible for managing the development, maintenance, and enhancement of Data Services. The Data Manager will participate in the identification and collection of demographics needed for our audiences, assist the business teams by preparing and pulling data lists requested by clients, and actively manage the day-to-day execution and delivery of 1:1 marketing programs (postal or eDirect) on behalf of our clients.

The Data Manager will fully employ the technology used to manage our audience database and deliver the necessary analytics to effectively expand our direct marketing list rental businesses as well as oversee the execution of fulfilling client orders involving list rentals, help business teams execute lead generation programs, and communicate the types of audiences we serve. The objectives of these efforts are to deliver business solutions and enhance revenues for both our customers and MMW.

Additionally this individual will directly manage list rental services provided by our third party "list broker" providing non-advertising clients an avenue to promote their products to generate revenue for both the customer and MMW.

Candidates must have proven account management skills to allow for the development, maintenance, and enhancement of our customer relationships. Candidates must also maintain an understanding of direct marketing including direct mail, edirects, and market research used to engage with a customer base. We are looking for a detail oriented individual capable of handling multiple client requests/projects on a regular basis and dealing with deadline pressures with a strong work ethic, goal oriented, and an effective negotiator. Technical Skills include an intermediate level of knowledge and familiarity with use of Excel, Access or similar database software. Bachelor's Degree preferred.

Meister Media Worldwide offers a competitive compensation and benefits package including Bonus, 401(k) and Profit Sharing Plans.

Please submit resume and salary requirements via email to careers@meistermedia.com or by mail to:

**Meister Media Worldwide
Attention HR-ADDM
37733 Euclid Avenue
Willoughby, Ohio 44094**