



Job Description

Job Title: Sports & Entertainment Digital Marketing Analyst
Area(s) of focus: Sports & Entertainment
Effective Date: June 2019

I. SUMMARY:

Fan Interactive Marketing is the leader in providing sports teams, venues and entertainment companies in one-to-one interactive marketing. From email marketing to online advertising to database analysis, clients such as industry leaders such as Madison Square Garden, Oakland Raiders, Major League Soccer, The Grammy Museum, and Foxwoods Casino Resort rely on Fan Interactive to turn their customers into loyal fans.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

This vital role will be responsible for managing a mixture of clients in the live entertainment industry. Primary focus will be coding numerous HTML email designs/campaigns (we send over 40 million emails per month) with a secondary responsibility to support our clients CRM campaigns. Responsibilities will include:

- Email Marketing (40%)
 - HTML coding
 - Content management
 - Minor graphic design
 - Proof reading
 - Verification
- Email Quality Assurance (5%)
- CRM Campaign Support (25%)
- Reporting Analysis (10%)
- Email List Pulls (15%)
- Big Picture Projects (5%)

III. QUALIFICATIONS

The qualifications listed below represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily.

A. Experience

- A minimum of 2 year of CRM/Email experience in a related role.

B. Knowledge/Skills/Abilities

- Must be proficient with MS Excel;
- Experience with CRM tools as an administrator (i.e. Salesforce, Microsoft Dynamics, etc.)
- Experience with email marketing tools (i.e. Marketo, Oracle Eloqua, Salesforce Marketing Cloud, etc.);
- HTML coding experience is preferred;
- SQL knowledge is a plus;



- Must have the ability to work independently and self-motivate, as this position allows the incumbent to work from home;
- Must have excellent communication skills, both written and verbal;
- Must be capable of multi-taking in a fast-paced environment;
- Must possess a strong ability to manage one's own time, prioritize tasks when given clearly defined goals and objectives and be self-directed and able to work independently;
- Must be able to identify problems, their sources, and their potential solutions while continuing to successfully conduct day-to-day operations without interruption;
- Must be a flexible and reliable team player, both within own department and within company as a whole;

C. Compensation

- Compensation for this position will consist of a salary that is commensurate with experience and with the anticipated range between \$50k to \$70k annually

IV. WORKING CONDITIONS

A. Work Environment

The incumbent primarily works remotely at home, **anywhere** in the United States

B. Travel Requirements

Infrequent Traveler (less than 5% travel): The incumbent may be required to travel on an infrequent basis between the company's clients' locations.

Trips may require air travel and/or overnight stay away from home for one or more nights.

If this is the perfect position for you, contact us at teamwork@faninteractive.com for more information.

The above noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of his/her position. As the nature of business demands change so, too, may the essential functions of this position.

Fan Interactive Marketing is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.