



Job Description

Position: Marketing and Database Specialist

Reports to: Director of Marketing

Focus

Work in the Marketing Department to support regular marketing campaigns as well as other Sharpe products. This position is full-time and located at the Memphis, TN headquarters of Sharpe Group.

Responsibilities

- Work alongside Sales Coordinator and consultants to regularly maintain account and contact records in Microsoft Dynamics CRM database
- Use basic SQL logic to pull marketing lists for mail and email campaigns
- Manage the Sharpe Donor Data Enhancement Product; interface with clients to compile donor records, work with contracted data broker to enhance the client's files, and build reports summarizing and interpreting the data
- Coordinate Sharpe Seminars from start to finish – design marketing graphics using Sharpe branding, oversee registration and payment for seminar attendees, and arrange print materials and content for the events
- Arrange attendance and travel for Sharpe consultants at industry conferences

Experience and Skills

Specific skills/experience required include:

- A Bachelor's degree with demonstrated ability to think both qualitatively and analytically
- Interest in the nonprofit sector; ability to understand the marketing concepts of communicating with nonprofits' development officers; willingness to learn about and accommodate the needs of their donors
- Excellent logical, problem-solving, and communication skills, particularly in translating technical details into simple concepts
- Organized and detail oriented, ability to multitask, invested in maintaining Sharpe brand consistency and integrity
- Willingness to be trained extensively and learn new concepts quickly

Company Information

Since 1963, Robert F. Sharpe & Company, Inc./Sharpe Group has helped ensure the financial security of thousands of Americas' educational, healthcare, religious, social service and cultural institutions.

View our company website for a more comprehensive view of Sharpe Group and the clients we serve: www.SHARPEnet.com.

How to Apply

Send resume and cover letter to:

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