

DIRECTOR OF DATA MANAGEMENT AND PRODUCTION

Position Overview

BKM Marketing is a growing performance marketing agency specializing in strategic, creative, and turnkey execution services for national and regional brands, with specialties in banking marketing, bank merger communications, and other data-driven direct marketing clients. As the agency expands, we seek an experienced data management and production professional to manage complex direct mail initiatives and data-driven campaigns for our clients. This role is critical to ensuring flawless campaign execution, high client satisfaction, and operational excellence across all marketing channels and programs.

Reporting Relationship

This position reports to the Managing Director, Program Implementation.

Office Location

BKM's offices are located 15 miles south of Boston at 75 William B Terry Drive, Suite 2035, Hingham, MA 02043. We operate under a hybrid model in which employees work in the office on Tuesdays and Thursdays and remotely on Mondays, Wednesdays, and Fridays. We will consider exceptional candidates from out of region as full-time remote employees.

Primary Responsibilities

- ▶ **Data Processing & Marketing Analytics**
 - ▶ Process, transform, and validate client data files and external lists to prepare them for production with a strong understanding of USPS postal specifications.
 - ▶ Analyze marketing campaign performance and developing client-facing analytical reports and insights to optimize future program performance.
- ▶ **Direct Mail & Production Management**
 - ▶ Lead the execution of direct mail campaigns with expertise in commercial print production, direct mail data processing, and lettershop/fulfillment operations.
 - ▶ Conduct on-site press checks and lettershop inspections to ensure that all content and materials meet BKM's and client quality standards.
- ▶ **Cross-Functional & Vendor Collaboration**
 - ▶ Work closely with internal teams and external partners to manage project timelines, deliverables, budgets, and production schedules.
 - ▶ Maintain vendor compliance requirements, including NDAs, insurance documentation, and security standards appropriate to project risk levels.

▶ **Project Management & Internal Operations**

- ▶ Lead daily project traffic and status meetings.
- ▶ Maintain accurate and up-to-date project details within the Teamwork project management software, including timelines, tasks, and milestones.
- ▶ Ensure full adherence to BKM data security and confidentiality policies, coordinating with IT partners to maintain secure systems and protocols.

▶ **Data Security, Availability, and Confidentiality**

- ▶ In partnership with BKM's IT Consultant, you will have primary responsibility for BKM Marketing's data security practices. This includes conducting timely server reviews for secure destruction of sensitive client and internal data files and ensuring all clients, vendors, partners and BKM team members adhere to required security protocols.
- ▶ Participate as a member of the SOC 2 certification compliance team by managing the documentation, maintenance, and organization of required evidence and procedures.
- ▶ Assist in ensuring that all audit activities are completed accurately, on schedule, and in collaboration with internal stakeholders and third-party partners.

▶ **Financial & Budget Oversight**

- ▶ Update project production budgets and related documentation, including postage, production costs, and vendor invoices.

▶ **Other Responsibilities**

- ▶ Contribute enthusiastically to additional projects and operational initiatives that support agency growth and client success.

Qualifications

► Technical & Professional Competencies

- At least five years of hands-on experience managing direct mail programs from an agency, client, or production-side role.
- Hands-on expertise and experience with the nuances common to merging and consolidating bank core system data.
- Deep understanding of commercial print production and the ability to evaluate cost-effective technology and processes.
- High proficiency required with Microsoft Excel, Access, Google Workspace, and project management platforms such as Teamwork or Monday..
- Exceptional candidates will also be comfortable using Python, Power BI or Tableau for visualizations,
- Eagerness to strategically deploy evolving AI tools to enhance work output and improve turnaround times.
- Ability to analyze multichannel marketing performance data, generate statistically-sound insights, and prepare client-ready response/attribution reports, segmentation recommendations, and market penetration studies.

► Skills & Attributes

- Exceptional attention to detail and strong organizational skills.
- Demonstrated project management experience in fast-paced, deadline-driven environments.
- Strong interpersonal skills with the ability to work productively across diverse teams and personalities.
- Positive attitude, enthusiasm and curiosity
- Experience negotiating production schedules and pricing with suppliers.
- Commitment to following data, confidentiality, and data security protocols.

Compensation & Benefits

- Competitive salary commensurate with experience.
- Opportunity to participate in BKM Marketing's Incentive Program after 12 months of fulltime service.
- Shared-cost employee benefits package including health, dental and vision
- 401(k) with 4% company match
- Company paid short term disability, long-term disability and basic life insurance
- 13 paid holidays and unlimited vacation policy
- BKM Marketing is an equal opportunity employer.