



Position Announcement

Planner June 2018

Are you passionate about working with socially progressive non-profits? Then join our team!

The Planner is a key member of the Analytical staff and plays an essential role in the success of our projects. Under the direction of the Director, the Planner develops and executes client's direct marketing strategy and segmentations and assists the client teams on preparing statistical reports.

At O'Brien|Garrett you'll work side-by-side with a talented group of direct marketing professionals committed to helping forward-thinking organizations realize their fullest potential.

O'Brien|Garrett is a collaborative team environment that encourages professional growth. We are proud to offer great benefits and pride ourselves on being an Opportunity and affirmative action Employer, including veterans and individuals with disabilities.

Key Duties

- Assist Director with preparing client yearly projections.
- Enter approved budget into the Program Management Report.
- Maintain campaign information in the Program Management Report.
- Responsible for weekly client revenue uploads.
- Prepare mail plans and submit to the Director and Account Executive for review/approval.
- Update package descriptions with mail plan package splits, inserts, etc.
- Develop and maintain testing logs for all clients.
- Develop and maintain year over year campaign performance reports.
- At the request of team, assist with day-to-day analytical requests.
- Keep Planner's Notebook of procedures and tasks current for each client.
- Liaison between clients and vendors
- Manage multiple projects and deadlines

Skills Required

A planner must be able to:

- Work independently and take initiative, manage multiple projects and deadlines.
- Read, analyze, and interpret general business periodicals, professional journals, technical procedures, and postal regulations.
- Write reports and business correspondence.
- Effectively present information and respond to questions from groups, managers, clients, and the general public.
- Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Define problems, collect data, establish facts, and draw valid conclusions.
- Calculate figures and amounts such as percentages, average gift, and cost per thousand.
- Compute rate, ratio and percent and to draw and interpret bar graphs. Add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

Requirements

- Bachelor's degree and three years related experience and/or training; or equivalent combination of education and experience.
- Must be knowledgeable in Microsoft Office, particularly Excel.
- Experience in direct marketing and/or production preferred

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.