THE AMERICAN LAW INSTITUTE

JOB DESCRIPTION

TITLE: Part-Time Data Coordinator **DEPARTMENT:** Communications and Marketing

JOB SUMMARY:
Reporting to the Digital Marketing Manager, the Data Coordinator is responsible for ensuring the accuracy, completeness, and quality of the organization's nonmember data. This position supports the ongoing maintenance of the nonmember contact database for CLE programs, maintaining high-quality records that support marketing and continuing legal education (CLE), and may provide research assistance to the Membership and Publications departments.

Working closely with Communications & Marketing, Membership, and CLE staff, the Data Coordinator develops a deep understanding of ALI's audiences and educational offerings. The role combines meticulous data management with research and analytical skills to improve audience targeting, identify growth opportunities, and ensure the organization has reliable information for decision-making.

ESSENTIAL DUTIES:
The following is a list of essential duties, which may be subject to change at any time and without advance notice. Management may assign new duties, reassign existing duties, or eliminate a function.

Database Maintenance and Data Quality

- Maintain the integrity, accuracy, and consistency of contact records primarily within the nonmember CRM and member CRM as needed.
- Review, standardize, and update contact information, including addresses, email addresses, telephone numbers, titles, organizations, and practice areas.
- Merge duplicate records and resolve conflicting information within the nonmember CRM.
- Establish and maintain data quality standards and naming conventions.
- Perform regular audits to identify incomplete, outdated, or inaccurate records.
- Monitor data imports and ensure proper formatting and validation.

Contact Research and List Development

- Research attorneys, judges, academics, corporate counsel, government attorneys, and other legal professionals using publicly available resources.
- Identify new contacts and organizations that align with ALI's educational programs and strategic priorities.
- Update employment changes, promotions, firm mergers, retirements, and other professional transitions.
- Expand contact coverage within existing law firms, corporations, government agencies, courts, and legal organizations.
- Build targeted prospect lists for new practice areas and emerging legal topics.

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Audience Strategy and Targeting

- Develop an understanding of ALI's CLE conferences, publications, and membership.
- Assist in identifying appropriate contacts and audiences for CLE and publications marketing.

Campaign Support

- Create and validate mailing lists for email campaigns, direct mail, and other outreach.
- Monitor bounce reports and update records following campaigns.
- Support Digital Marketing Manager on email campaigns.

Data Analysis and Reporting

- Produce reports measuring database health and data quality.
- Review campaign lists for accuracy and completeness and suggest improvements as appropriate.

Other Duties

- Perform other related duties as assigned to meet organizational goals and objectives.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience:

- Bachelor's degree or equivalent professional experience.
- 1-3 years of relevant experience in database management, CRM systems, data maintenance, or a related administrative role preferred.

Preferred Qualifications

- Familiarity with legal markets, law firms, courts, and professional organizations.
- Experience with email marketing platforms and CRM Systems.
- Knowledge of data governance principles and CRM best practices.
- Experience using LinkedIn, law firm websites, bar directories, and other professional research resources.

Other Skills/Abilities:

- Exceptional attention to detail and commitment to data accuracy.
- Strong research skills and ability to locate and verify professional contact information.
- Excellent analytical and organizational abilities.
- Ability to manage multiple priorities while maintaining a high level of accuracy.

Language Skills:

- Strong written and verbal communication skills.

Technical Skills:

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- Proficiency with Microsoft Excel.

PHYSICAL REQUIREMENTS:

- Prolonged periods of sitting at a desk and working on a computer

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