

## Job Description

**Position Title:** Database Assistant Intern  
**Business Unit:** Marketing  
**Location:** Indonesia

### ESSENTIAL DUTIES

This position is responsible for building and maintaining the integrity and accuracy of the AP customer and lead databases. This role will assist the sales and marketing operations team in implementing successful email outreach to marketing leads and existing contacts.

#### Database Management

- Hands-on experience in managing databases and large files. Experience with Salesforce, Marketo, or any CRM platform is an advantage
- Can handle large lists of raw data to be cleaned, normalized, and imported into our databases
- Engage in data cleansing activities from email marketing campaigns and other marketing-related activities by utilizing web-based sources to enrich the quality of data, fix format of data, merge duplicates, fix invalid contact data values and update unsubscribed lists in the database
- Must have strong organizational skills, result-driven, have a sharp eye for details and can work with minimal supervision
- Expertise in Microsoft excel and data research

#### Lead Research & Generation

- Experienced identifying leads on ZoomInfo, Big Dough, LinkedIn Sales Navigator, and other prospecting tools based on our ideal customer profiles and required fields
- Familiarity in using email deliverability and verification tools is an advantage
- Research and shortlisting of database vendors for consideration

#### Sales & Marketing Operations

- Support the leads management and nurturing process, e.g. campaign management, sales scoring/lead scoring, etc.
- Manage and monitor contact engagements for Marketing-led activities and campaigns
- Work effectively with other colleagues and contribute feedback where appropriate regarding emailing campaigns, etc.
- Experience in doing pre-sales work to assist both Sales Operations and Inside Sales in updating leads and contacts as they go along the sales pipeline.
  - Create tasks for sales
  - Follow-up with sales on leads status
  - Has a complete understanding of marketing automation is an advantage (emails and CRM integrations)
- Monitor and manage campaign KPIs through SFDC (opportunities, tasks, etc.)