

Position Title:	<i>Data Integrity Manager</i>	Department & Cost Center:	Business Analytics
FLSA Status:	Non-Exempt OR Exempt (Circle One)	Supervisor:	Director Business Analytics
Grade Level: (HR Use Only)		Date Approved by HR:	February 2010

Position Overview:

The Data Integrity Manager role will be responsible for the successful execution of strategic data management projects- primarily in the areas of customer and contact master data management. The individual will be tasked with leading and managing initiatives and projects in the areas of data migration, master data management, data clean up, data governance and quality. Additionally this individual will be responsible for providing data definitions, establishing quality expectations and ensuring compliance to those expectations

Essential Duties and Responsibilities:

- Provide quality service to Laerdal's internal and external customers in all assigned tasks, while upholding Laerdal Values at all times.
- Responsible, for working with marketing, IT, sales, and finance to define and establish the overall management strategy and approach to data clean up, maintenance and quality control
- Maintain customer and contact database including additions, deletions, research, corrections and cleaning
- Identify and leverage opportunities to continually improve the quality of data management systems, processes and standards
- Implement controls and compliance metrics to reduce data issues and improve data quality
- Leverage existing and implement new technologies in the data management arena to deliver an improved direct mail and email database
- Responsible for creating and refining levels of categorizations within the contact and customer master files
- Engage and partner with third party vendors, IT and other parties as required
- Takes a "hands on" approach to data cleaning as required

Responsibility and Decision Making Authority:

Act independently; decision making within Company policy

Management/Supervisory Responsibilities:

None. However, this role will need to coordinate activities amongst different groups, taking a leadership roll to ensure deliverables are met

Qualifications/Competencies/Position Requirements:

Knowledge, Skills, and Abilities:

- 2-5 years as a Customer Master Data Manager or similar role
- Experience with data analysis, quality, cleaning and extraction / validation tools
- Knowledgeable in data profiling, root cause analysis, and quality improvement
- Ability to translate user requirements into technical specifications and systems
- Ability to work within a matrix organization
- Strong facilitation skills

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.



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JOB DESCRIPTION

- Ability to multitask, prioritize and execute on assigned deliverables
- Extraordinarily detail oriented

Education and Experience:

Bachelor's degree or equivalent experience. Preferred degree in MIS or Information Systems

Licensing and Certification:

- CPR certification (or trained in first six months of employment).

Working Hours:

- Standard business hours of Monday through Friday 8:30-4:30
- Hours may vary and will require evening and weekend work depending on business needs and may require working overtime.

Working Environment:

Work performed in office setting, with travel as needed

Tools and Equipment Used:

Personal computer, copier, fax, phone, and other typical office equipment.

Travel:

Limited travel is required with this role, however, occasional travel may be necessary to work with vendors and or national and international colleagues.

Physical Demands:

Standard office conditions

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