



Mailing Variable Data Specialist

We like to say O'Neil Printing is the “oldest start-up” in Arizona. A long-standing iconic brand with 116 years of resilience, O'Neil started as a commercial printer and has transformed to a tech leaning company with print solutions expertise. As an employee-owned company (ESOP) our blueprint for success is rooted in our people, our technology and automation, our innovative solutions, and our commitment to the broader community. While dynamic print, large format signage, and marketing solutions occupy our day-to-day, it is really our promise to serve a greater purpose, create a connectedness with our customers and become part of their brand story that inspires and motivates the work we produce each day.

Position Summary

We are seeking a meticulous and detail-oriented Mailing Variable Data Specialist to join our team. The ideal candidate will be responsible for managing all aspects of our mailing lists and ensuring the accuracy and efficiency of our direct mail campaigns. This role requires a keen eye for detail, strong analytical skills, and the ability to work collaboratively across departments to achieve mailing objectives, and familiar with USPS rules and regulations.

This position will report directly to the Logistics & Continuous Improvement Manager. The Mailing Variable Data Specialist will be instrumental in ensuring the successful implementation of direct mailing campaigns, assist with prepress, and creating automation.

Role & Responsibilities

- Manage and maintain mailing databases and lists, ensuring data accuracy, consistency, and integrity.
- Utilize data management software and tools to segment and organize mailing lists based on target criteria.
- Execute data hygiene processes, including regular deduplication, cleansing, and updating of mailing lists to maximize deliverability.
- Collaborate with account managers to achieve successful mailing objectives.
- Monitor and analyze O'Neil's USPS Scorecard to ensure a favorable monthly outcome.
- Stay informed about industry best practices and regulations related to USPS rules, regulations, and marketing offerings.
- Assist Prepress by creating variable print files.
- Create dynamic shipping labels for distributions.



Competencies

- Proven experience in data management in a direct mail environment.
- Proficiency with mailing software, Accuzip, and Microsoft Excel.
- Knowledgeable with Adobe Creative Suite; InDesign, Illustrator, and Photoshop.
- Capable of utilizing variable data software, FusionPro.
- Strong analytical skills with the ability to interpret data and generate actionable insights.
- Experienced in USPS Seamless and Scorecard reconciliation.
- Excellent attention to detail and organizational skills.
- Experienced with commercial printing processes, including inkjet printing, and inserting operations.
- Effective communication skills and ability to work collaboratively in a team environment.
- Problem-solving mindset with a proactive approach to addressing data-related challenges.

O'Neil Printing offers excellent benefits including:

- Comprehensive health, dental and vision benefits
- Paid Time Off
- ESOP (Employee-Owned Stock Program)
- Training and Development
- 401K Plan

To apply for this position, kindly send your resume and cover letter to careers@oneilprint.com. Please ensure that you include the title of the position in the subject line of your email.