

## Audience Data Specialist

### Application Instructions

Please send an email to [careers@bdionline.com](mailto:careers@bdionline.com) with your resume and a brief cover letter stating why you are interested in the role and why you believe you are a good fit.

### Job Details

This is a 100% remote, US based work-from-home role estimated at approximately 30 hours per week, typically 5–7 hours per day, with availability required during core East Coast business hours.

BDI is a seasonal business, so hours may vary based on event volume, with some slower weeks under 30 hours and busier periods requiring additional availability.

Compensation is \$25–\$28 per hour, depending on experience.

### About the Role

We are seeking a highly detail-oriented, objective, organized, and data-focused professional to join our team as an **Audience Data Specialist**

This is a precision execution role for someone who enjoys turning a clear audience strategy into clean, usable contact data.

This role is responsible for building highly targeted executive contact lists that power our invitation strategy for private, executive-level events. The role sits at the intersection of research, data hygiene, and audience targeting execution.

BDI will provide the audience strategy for each event, including the target ICP, geography, account criteria, relevant titles/functions, exclusions, and list-building priorities. The List Building Specialist is responsible for executing against that strategy with accuracy and consistency.

This is not a strategy-setting role. It is a highly detail-oriented execution role that requires careful interpretation of instructions, strong data hygiene, and the ability to consistently apply audience criteria across large contact lists.

The right person for this role finds satisfaction in making messy data clean, accurate, organized, and outreach-ready.

## Why This Role Matters

BDI's events succeed when we reach the right executive audience, which requires accurate, relevant, and strategically curated contact lists aligned with each client's target audience, geography, industry, and account priorities.

The *Audience Data Specialist* plays a critical role in ensuring every outreach list is clean, targeted, relevant, and ready for action, directly impacting outreach effectiveness and overall event success.

## Primary Responsibilities

### *Audience Data Specialist: List Building*

The Audience Data Specialist function supports both the Community Team and our cold email outreach by creating highly targeted, event-specific lists for outreach.

Key Responsibilities:

- Build curated contact lists for:
  - Attendee recruitment
  - Panelist recruitment
- Use the internal past attendees and opt-in database to create PA/OI invitation lists
- Conduct research using:
  - LinkedIn Sales Navigator
  - Seamless.ai
- Build lists aligned to clearly defined parameters, including:
  - Event region / city
  - Target account list
  - Target ICP (titles, functions, company size, industry)
- Follow detailed list-building assignments assigned through Airtable
- Pull, enrich, and verify contacts from Seamless.ai and LinkedIn Sales Navigator
- Cleanse lists for accuracy, duplicate records, and contact relevance
- Finalize and deliver outreach-ready lists in Google Sheets
- Collaborate closely with Community Team members and technologists to ensure lists are accurate, actionable, and aligned with outreach strategy

## Tools & Platforms You Will Use Daily

- Airtable: project tracking, assignments, and database management
- Google Sheets: list building, cleansing, and final deliverables

- LinkedIn Sales Navigator: executive research and targeting
- Seamless.ai: contact discovery and email verification

### **Ideal Candidate Profile**

- Strong attention to detail and accuracy
- Strong proficiency in working with CRM-style databases and spreadsheets
- Ability to research and understand professional roles, titles, and industries
- Experience working with LinkedIn, contact databases, or list-building tools
- Highly organized and able to manage multiple assignments simultaneously

### **Nice-to-Have Experience**

- Experience in B2B events, sales support, recruiting, or market research
- Familiarity with ICP definition and account-based targeting
- Prior use of Airtable, Seamless.ai, or LinkedIn Sales Navigator

### **What Success Looks Like in This Role**

- High-quality, accurate lists built to exact event parameters
- Clean, up-to-date community databases with minimal bounce rates
- Consistent on-time delivery of list assignments
- Strong collaboration with internal teams
- Trusted ownership of list integrity
- Ability to explain why contacts were included or excluded

### **This Role Is a Great Fit If You...**

- Enjoy working independently in spreadsheets for long stretches of time
- Like turning messy or incomplete data into clean, usable lists
- Notice small inconsistencies others miss
- Prefer clear instructions and structured workflows
- Enjoy detailed research and data cleanup
- Find satisfaction in completing precise, behind-the-scenes work
- Are comfortable being measured on accuracy, completeness, and consistency
- Like supporting a team by giving them clean, reliable data to work from

### **This Role May Not Be a Fit If You...**

- Prefer highly creative or strategy-heavy work over detailed execution
- Want to define the audience strategy instead of executing against it

- Tend to improvise rather than follow specific criteria
- Get bored quickly with repetitive research and data cleanup
- Dislike spreadsheets, databases, or structured workflows
- Move quickly but miss small details
- Prefer phone, email, or relationship-building work over behind-the-scenes research
- Are uncomfortable being evaluated on accuracy and list quality
- Do not enjoy cleaning, formatting, and reviewing data carefully