

Digital Marketer

Do you have an eye for design and enjoy creating eye-catching marketing campaigns that draw in folks? Are you excited to see improvements in response from your campaigns and challenged to find new approaches when response dwindles? Do you like working with a small, collaborative and energetic team where your ideas and expertise are a welcomed contribution? If so, we would like to hear from you.

Yankee Publishing, Inc, publisher of Yankee Magazine, The Old Farmer's Almanac, Family Tree Magazine, NH Magazine, NH Business Review, 603 Diversity, and many more, is looking to expand our media department with a Digital Marketer. The Digital Marketer will plan and execute campaigns, overseeing delivery and monitoring performance to optimize consumer conversions for subscriptions and ecommerce for Yankee Magazine, The Old Farmer's Almanac, and Family Tree Magazine. The Digital Marketer will also support the digital sales teams for Almanac.com and FamilyTreeMagazine.com by creating and designing visual assets including sales sheets, email campaigns, media kits and client proposals; and at the conclusion of campaigns, create reports and campaign summaries for consumer marketing and advertisers, while monitoring digital marketing campaigns to optimize results.

The Digital Marketer should have the following experience and qualifications.

- Education:
 - Bachelor's degree and 3+ years of email and digital marketing experience.
- Expert knowledge:
 - Using Email Service provider system creating, scheduling, deploying, reporting.
 - Design expertise, such as PowerPoint, Google Docs, or Canva.
 - Creating intuitive/easy-to-understand reports on campaign results and summaries.
 - Conversion techniques for B2B and B2C audiences.
 - Microsoft Office Suite (Excel, PowerPoint, Word).
- Good knowledge of:
 - basic HTML coding.
- Thrives on creating business impact through understanding and achieving client goals.
- Must be detailed oriented with excellent verbal and written communication skills as well as strong analytical and creative skills with an ability to manage multiple projects.
- Must be customer focused both internal and external, as well as resourceful and self-motivated.
- Comfortable working within MAC and Windows operating systems.

Yankee Publishing, Inc is an employee-owned company since July 2019. Salary commensurate with experience and a generous benefits package, including health, dental, flexible spending accounts, life and disability insurance, paid holidays and vacation, 401K plan with employer match, and an Employee Stock Ownership Plan (ESOP).

Yankee Publishing is committed to diversity and inclusion and is an equal opportunity employer. We provide a collaborative working environment along with a welcoming, inclusive corporate culture where individuals are recognized for their contributions.

Apply online with introductory letter and resume to <https://ypi.com/work>