

Customer Retention Marketer

Yankee Publishing, an independent media company since 1935, produces print, digital, and television media from beloved brands like The Old Farmer's Almanac, Yankee Magazine, Family Tree Magazine, and New Hampshire Magazine. We also operate e-commerce stores that complement our readers' interests, enhancing the connection between our content and the community we serve. We believe in the power of compelling stories, helpful information, and exceptional products to inspire our customers and improve their lives.

We're seeking a Customer Retention Marketer to join our team and help us refine and expand our online store. In this role, you'll leverage your experience to design engaging customer journeys that ensure a delightful online shopping experience.

Position Summary:

Design and implement customer journeys to support our content-to-commerce strategy. Guide customers through various stages of engagement, from initially encountering informative, entertaining, or educational content on our website to making a purchase in our online store. Use analytics and data to craft experiences and interactions that lead customers from consuming relevant content (like articles, videos, or social media posts) to buying or subscribing to our products. Understand our customers, their behavior drivers, and how to turn them into passionate brand advocates.

Responsibilities:

- Analyze and enhance every touchpoint along the customer journey to ensure a seamless, branded experience that maximizes conversion rates and lifetime value.
- Map out customer engagement with content and actions at each stage, improving processes, site functionality, identifying new technologies and sales opportunities.
- Drive the collection and analysis of zero- and first-party data and customer feedback to inform strategies that improve engagement, action, and retention.
- Identify customer interaction goals, pain points, and emotional responses. Use this information to inform adjustments to the customer journey.
- Monitor and boost audience engagement, guiding customers to become loyal, repeat buyers. Use systematic and automated efforts to re-engage and retain disengaged customers.

- Execute post-purchase customer journeys, including email drip campaigns, mailings, and retention and loyalty programs.
- Collaborate with the e-commerce team to optimize onsite functionality and features, including buyer reviews, upselling/cross-selling, site search, personalization, shopping cart, and checkout.
- Work closely with marketing, technology, purchasing, and e-commerce operations teams to ensure cohesive strategies and execution.
- Engage in continuous learning and adaptation to improve processes and enhance e-commerce operations and efficiency.
- Continually provide fresh ideas for improvements based on engagement and retention trends and best-in-class benchmarks.

Requirements:

- Bachelor's degree or equivalent job experience.
- 3-5 years of experience analyzing customer behaviors, designing positive e-commerce experiences, and journeys that drive purchases, engagement, and advocacy.
- Experience identifying and deploying e-commerce apps/technology to enhance customer experience, user interface, overall presentation, and order flow.
- Proficiency with e-commerce platforms such as BigCommerce, Shopify, or similar.
- Experienced in gathering, reporting, and interpreting analytics, and developing actionable plans based on the data.
- Strong project management, writing, and organization skills.
- Confident and cooperative team player open to feedback, team input, and performance analysis.
- Proficiency in Microsoft Office, Google Workspace, and other essential business software.
- May require nights and weekend work as well as occasional travel
- Ability to work from our Dublin, NH office three days per week (Tuesday, Wednesday, Thursday) with remote work options available on Mondays and Fridays.

Company and Benefits:

Yankee Publishing is 100% employee-owned and offers a generous benefits package, including health, dental, vision, flexible spending accounts, paid holidays and vacation, life and disability insurance, 401K plan with employer match, and an Employee Stock Ownership Plan (ESOP).

Yankee Publishing provides a collaborative working environment along with a welcoming, inclusive corporate culture, where individuals are recognized for their contributions. We believe in diverse representation and strongly encourage people of color, the LGBTQ+ community, veterans, those with disabilities, and individuals from other underrepresented groups to apply.

Application Process:

The Customer Retention Specialist is based in our Dublin, New Hampshire office. This post works a hybrid schedule, working 3 days per week in Dublin, New Hampshire. We are not accepting remote applicants at this time.

Interested candidates should submit a resume and cover letter, detailing relevant experience and qualifications by applying on our website, www.ypi.com. Join us and play a crucial role in our e-commerce operations, contributing to our ongoing success and growth.