

Marketing Assistant, *Yankee*

Yankee is seeking a dynamic and detail-oriented marketing assistant to support our digital campaigns and ensure client results through customer interaction and web management systems. This is an entry level, marketing administrative role that involves managing digital delivery systems, project management, and working closely with advertising sales, marketing management, and the Yankee digital team to achieve digital objectives. The marketing assistant will update visual assets, provide client customer service, coordinate events, and handle miscellaneous administrative needs of the department.

Responsibilities:

- Manage the complete NewEngland.com digital advertising process, including monitoring online inventory, scheduling ads, and collecting client materials.
- Setting up ads in a timely manner, communicate with production to ensure timely delivery, collect results, create shareable spreadsheets for clients, provide resolution for sub-par ad performance, and report results during monthly sales meetings.
- Update visual assets for internal and external Sales & Marketing Department communications. This includes client proposals, shareable one-sheets, outreach email templates, Weekends with Yankee television series promotional materials.
- Collect materials from clients, enter campaigns into databases, and ensure acceptable results for the clients.
- Work with clients on native text ads for NewEngland.com newsletters to match their current marketing campaign, ensuring clicks to their site result in further action by the reader.
- Monitor progress throughout all digital campaigns, ensuring results for clients.
- Provide advertiser/client customer service support, confirm needed changes to programs, and provide resolution for under-delivery issues.
- Create and maintain sales outreach prospect lists.
- Building out and packaging outreach mailings.

Qualifications:

- Bachelor's degree and/or equivalent experience in marketing, communications, or related field.
- 1 year experience in marketing or sales.
- Proficient with InDesign and/or Canva, Web and database management.
- Proficient design skills and experience with visual asset creation.
- Excellent communication, project management, and customer service skills.
- Ability to work independently with minimal supervision.
- Strong organizational skills and attention to detail.

- Ability to multitask and manage multiple projects simultaneously.

About Yankee Publishing:

Yankee Publishing has been an independent media company since 1935 that produces print, digital and television media from beloved and enduring brands such as *Yankee*, *The Old Farmer's Almanac* and *New Hampshire Magazine*.

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.

The Marketing Assistant position 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 taking remote applicants at this time.

How to Apply:

If you're passionate about marketing, digital & print media, and the New England region, we want to hear from you!

Please submit your resume and cover letter to www.ypi.com.