

Marketing Associate, *Yankee*

Yankee is seeking a dynamic and detail-oriented Marketing Associate to support our digital campaigns and ensure client results through customer interaction and web management systems. This role 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 Associate will design visual assets, provide client customer service, coordinate events, and handle miscellaneous administrative needs of the department.

Responsibilities:

1. Digital Advertising Management:

- Manage the complete NewEngland.com digital advertising process, including monitoring online inventory, scheduling ads, and collecting client materials.

2. Client Interaction & Ad Setup:

- Assist clients in creating ad units, set 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.

3. Visual Asset Design:

- Oversee and design 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.

4. Campaign Material Collection & Database Entry:

- Collect materials from clients, enter campaigns into databases, and ensure acceptable results for the clients.

5. Native Text Ad Collaboration:

- 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.

6. Content Selection & Editing:

- Select *Yankee* & NewEngland.com content appropriate for client sponsorship and facilitate editing to focus directly on clients' interests.

7. Campaign Monitoring:

- Monitor progress throughout all digital campaigns, ensuring results for clients.

8. Customer Service & Support:

- Provide advertiser/client customer service support, confirm needed changes to programs, and provide resolution for under-delivery issues.

Qualifications:

- Bachelor's degree and/or equivalent experience in marketing, communications, or related field.
- Proven experience in marketing, preferably in advertising sales.
- Strong design skills and experience with visual asset creation.
- Excellent communication, project management, and customer service skills.
- Ability to work independently with minimal supervision.
- Proficiency in web management systems and digital delivery systems.
- 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 Associate 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, cover letter, and portfolio showcasing your content creation skills to www.ypi.com.