

## **Email Marketing Manager**

The Email Marketing Manager is responsible for developing and executing data-driven email strategies that drive ecommerce growth and strengthen customer engagement for **The Old Farmer's Almanac, Yankee Magazine, and Family Tree Magazine**. This role blends strategy, analytics, and creative execution to deliver high-performing email campaigns that guide audiences from content engagement to purchase.

The ideal candidate is both analytical and creative—someone who can interpret campaign data, build targeted audience segments, craft compelling messaging, and continuously test and optimize performance. This role works cross-functionally with the Customer Retention Marketer, Acquisition Team, E-commerce Team, and Digital Marketing Specialist to ensure email marketing aligns with broader customer journeys and revenue goals.

### **Key Responsibilities:**

#### **Email Strategy & Planning**

Develop and execute ecommerce email marketing plans to meet established revenue and profitability goals.

Build and manage audience segmentation strategies and dynamic messaging to maximize engagement and revenue.

Optimize email marketing initiatives to increase engagement, conversions, and profitability.

Collaborate with the Customer Retention Manager and acquisition team to align email campaigns with defined customer journeys.

Coordinate automated email marketing campaigns with the Digital Marketing Specialist.

#### **Content Creation & Design**

Create and design email campaigns including writing copy, crafting subject lines, and developing graphics.

Partner with the Customer Retention Manager to coordinate messaging at key customer journey trigger points, guiding audiences from content engagement to commerce and conversion.

#### **Campaign Scheduling & Deployment**

Manage the overall email send calendar for editorial, advertising, and marketing campaigns across publications.

Ensure all campaigns are scheduled, deployed, and monitored according to plan.

### **Data-Driven Testing & Optimization**

Develop dashboards within the Email Service Provider (ESP) and Business Intelligence tools to track performance and audience behavior.

Conduct multivariate testing to continually improve campaign performance.

Collaborate with the Senior Web Designer to test and optimize landing pages.

Analyze campaign results and provide recommendations to improve engagement and guide audiences toward ecommerce transactions.

### **Metrics, Reporting & Insights**

Produce detailed monthly analytics and performance reports for all ecommerce email marketing activity.

Identify strategic insights and actionable recommendations to improve deliverability, engagement, conversions, and revenue.

Lead weekly marketing team meetings to review results, share insights, and brainstorm new testing opportunities.

### **Platform Expertise**

Serve as the organization's subject matter expert on the Email Service Provider (ESP) platform and its Business Intelligence capabilities.

Master the ESP's technical features including automation, segmentation, dynamic content, and performance tracking.

### **Requirements:**

#### **Education**

Bachelor's degree (marketing, business, or technology related preferred) and/or 5+ years of proven experience in email marketing directly to the consumer preferably in the ecommerce industry. Demonstrated experience with planning campaigns, writing effective marketing copy, results analysis and reporting.

#### **Expert Knowledge**

Utilizing an ESP back-end to schedule, create, deploy and report on email campaigns. Ecommerce focused email design aesthetic, branding, typography and best practices for conversion. Ability to analyze customer data from various sources to draw meaningful insights and translate them into actionable recommendations. Creating email

automation/workflows (welcome series, post-purchase, abandoned cart etc.) and effectively using customer segmentation to drive revenue. Effective use of a Continual Improvement Process (CIP) to improve engagement, gross revenue, profitability and conversions. Web Analytics Programs –with demonstrated use of ecommerce and goal reporting (Google Analytics preferred).

### **Good Knowledge**

Photoshop (graphics creation), basic HTML5 coding, Google Docs, Google Data Studio, Google Optimize, and Knowledge of opt-in/opt-out practices.

### **About Us**

*Yankee* recently celebrated our 90<sup>th</sup> year of telling New England’s stories. Yankee Publishing is an independent media company 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, a flexible spending account, paid holidays and vacation, 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.

### **HOW TO APPLY:**

The Email Marketing Manager position is not a remote position. This position will require working in our Dublin, NH office 3 days per week. If you live outside of a reasonable commutable distance to our office and are willing to relocate, please mention this in your cover letter.

If you have a passion for marketing strategies and the ability to thrive in a creative environment, we’d love to hear from you. Please apply on our website, supply your resume and cover letter to: <https://ypi.com/employment/>