

# Marketing Coordinator

*Bring campaigns to life. Connect brands to audiences. Be where the action happens.*

We're looking for a **Marketing Coordinator** who thrives at the intersection of creativity, organization, and execution. In this role, you won't just plan marketing—you'll *make it happen*. From digital campaigns and content creation to live event support, you'll be a key driver in bringing our publications, advertising products, and events to market.

If you're someone who enjoys both behind-the-scenes coordination *and* being part of live, high-energy environments, this role offers the best of both worlds.

## What You'll Do

### Digital Marketing & Campaign Execution

- Lead the execution of digital marketing efforts across all brands and products
- Promote publications, events, and advertising offerings via email, social media, and digital placements
- Develop marketing materials such as sales sheets, ad collateral, and promotional assets
- Keep campaigns on track by coordinating timelines and workflows across teams

### Content Creation & Brand Support

- Create compelling written and visual content for campaigns, newsletters, and social media
- Partner with editorial and internal teams to align messaging and timing
- Build and manage e-newsletter templates, including ad placements
- Assist with webinar coordination and technical setup

### Email Marketing

- Support email campaigns and event promotions with best practices and engaging content
- Help optimize messaging for audience engagement and performance

### Sales & Advertising Support

- Collaborate with the sales team to align marketing efforts with client goals
- Use analytics to evaluate campaign performance and recommend improvements

### Event & Field Support

- Be an on-site marketing presence at company events
- Assist with setup, execution, and attendee experience

- Capture live content for social media and post-event recaps
- Support pre- and post-event marketing communications

## What You Bring

- Bachelor's degree in Marketing, Communications, Graphic Design, or related field (or equivalent experience)
- Experience in digital marketing, social media, or content creation
- Strong graphic design skills (Adobe Creative Suite or similar tools)
- Excellent writing and editing abilities
- Familiarity with email marketing platforms, CMS tools, and basic analytics
- Highly organized with the ability to manage multiple projects and deadlines
- A collaborative, team-oriented mindset with strong communication skills

## 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*, *New Hampshire Magazine* and *New Hampshire Business Review*.

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 Marketing Coordinator position is not a remote position. This position will require working in our Manchester, 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 communication 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/>

## Why This Role Stands Out

This is a **hands-on, high-impact role** where your work will be seen across digital channels *and* in real-world experiences. You'll collaborate across departments, contribute to revenue-driving initiatives, and play a visible role in bringing campaigns and events to life.

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If you're ready to take ownership, stay organized in a fast-paced environment, and make meaningful contributions across marketing channels—we'd love to hear from you.