Email Marketing Strategist

Dublin, New Hampshire

Turn strong email strategy, creative storytelling, and ecommerce insight into measurable results for some of America's most trusted media brands. Yankee Publishing is seeking an experienced Email Marketing Strategist to lead ecommerce email campaigns for The Old Farmer's Almanac, Yankee, and Family Tree Magazine.

About the Role

In this **hands-on**, non-managerial role, you will plan, create, schedule, deploy, test, and evaluate ecommerce email campaigns across our Shopify stores. You will write copy and subject lines, develop audience segments and dynamic messaging, create compelling email creative, coordinate promotions, and use performance data to improve revenue, conversion, engagement, deliverability, and profitability.

The Email Marketing Strategist is a full-time, hybrid position requiring three days per week in our Dublin, NH office. Fully remote arrangements are not available.

What You'll Do

- Create ecommerce email plans, promotional campaigns, copy, subject lines, creative, segmentation, and dynamic messaging.
- Manage the email schedule across Yankee, The Old Farmer's Almanac, and Family Tree editorial, advertising, and marketing programs.
- Build automated customer journeys such as welcome, onboarding, re-engagement, post-purchase, and abandoned-cart campaigns.
- Partner with Digital, Customer Retention, and Web Design colleagues on templates, landing pages, house ads, email capture, merchandising, and coordinated promotions.
- Develop a continual testing process and translate email and landing-page results into clear recommendations and action items.
- Provide monthly analytics and serve as the organization's email service provider expert, including best practices, staff training, and regulatory compliance.

What We're Looking For

- Bachelor's degree in marketing, business, technology, or related field and/or three to four years of email marketing or equivalent experience.
- Demonstrated success planning campaigns, writing effective marketing copy, analyzing results, and reporting on performance.
- Expertise using an email service provider to create, schedule, deploy, automate, segment, personalize, and report on campaigns.
- Experience with ecommerce email design, automated workflows, customer segmentation, conversion optimization, and continual testing.
- Proficiency with Microsoft Office and web analytics tools, preferably Google Analytics. Working knowledge of Photoshop and Google Docs is helpful.
- Excellent attention to detail, project management, written and verbal communication, analytical thinking, creativity, initiative, and customer focus.
- Comfort working in both Mac and Windows environments. Occasional evening or weekend work and conference travel may be required.

Why Work for Yankee Publishing?

Yankee Publishing is an independent media company behind trusted brands including The Old Farmer's Almanac, Yankee, New Hampshire Magazine, and New Hampshire Business Review. We are 100% employee-owned, which gives employees a meaningful stake in the company's success.

Our benefits include health, dental, and vision insurance; a flexible spending account; paid holidays and vacation; a 401(k) plan with employer match; and participation in our Employee Stock Ownership Plan

(ESOP). We foster a collaborative, welcoming, and inclusive workplace where employees are recognized and valued for their contributions.

Apply with your resume and cover letter through the Yankee Publishing employment website..