



## **Audience Development Specialist, Electronic Marketing**

From a wide variety of magazines to eMedia, seminars, trade shows and custom print projects; **Meister Media Worldwide** is a leading Communication and Information Center for Worldwide, Specialized Agriculture. Meister Media's Audience Development Department is looking to add an Electronic Marketing Specialist to our team. Reporting to the Audience Development Marketing Manager, this position will be responsible for the delivery of e-Newsletters and the execution of other email campaigns to improve audience engagement. The specialist will become the "Resident Expert" or "Super User" for MMW's email platform (currently SilverPop) by executing delivery of 40-50 eSends on a weekly basis. The specialist will also continually review registration, opt-outs, analytics reporting and metrics to make recommendations for creative design to better suit optimization for open rates based on number of sends.

### **Responsibilities include but are not limited to:**

- Implementing and executing delivery of roughly 30 e-newsletter products on a weekly basis
- Working directly with the marketing manager to create and send audience development marketing emails (estimated 5 a week)
- Working directly with list rental manager to process segmented email list pulls

### **Qualifications:**

- 1-3 years of experience working with data or research in an academic or professional environment
- Strong analytical and organization skills, with ability to relate job duties to business or marketing objectives
- Ability to work independently with strong attention to detail and organization
- Excellent writing and verbal communication skills
- Associates degree or equivalent experience in web development or marketing/analytic areas is a plus
- Experience with macros and statistical queries is also a plus

**Meister Media Worldwide** offers a competitive compensation and benefits package including Bonus, 401(k) & Profit Sharing Plans.

Please submit resume and salary requirements via email to [\*\*careers@meistermedia.com\*\*](mailto:careers@meistermedia.com) or by mail to:

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