



### **Marketing Manager, Audience Development – Willoughby, Ohio**

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.

Reporting to the Audience Development Director, this position will be responsible for the management and execution of audience development marketing campaigns efforts within the department. He or she will plan, maintain and review the effectiveness of all marketing campaigns and budgets to develop audiences within the specific markets served by MMW as designated by the Audience Development Director.

#### **RESPONSIBILITIES:**

- Work cooperatively with the business teams (including publishers, editors and media services) to define the markets we serve and lead the AD department to establish audience goals for our print, e-media and event products
- Lead marketing initiatives for the AD department and adapt best general marketing practices to meet our audience's evolving expectations
- Create marketing plans for assigned markets to achieve magazine and eNewsletter circulation goals in an effort to attract, retain and build audiences
- Manage digital, email, web, social media and event audience engagement initiatives
- Serve as department leader in Data Analysis areas to help increase quality levels of audience metrics for MMW brands

#### **QUALIFICATIONS:**

- Proven Marketing experience, Audience Development Marketing preferred
- Digital Marketing Expertise
- Demonstrated talents in copy writing and editing
- Experience compiling audience demographics and completing competitive analysis reviews
- Strong Analytic skills with ability to communicate insights derived from granular data
- Ability to multitask and handle multiple projects under pressure
- Experience utilizing database software
- Good communication skills, team player, motivator
- Bachelor's Degree
- Knowledge of BPA audit rules beneficial
- Supervisory experience a plus

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

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

**Meister Media Worldwide  
Attention HR-ADMKT  
37733 Euclid Avenue  
Willoughby, Ohio 44094**