



Audience Development Manager, Marketing – 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
 - Identify audience development gaps and proactively seek out new marketing methods to improve retention and acquisition of subscribers
 - Compile and track all expenses related to the marketing efforts to ensure budgets are met for marketing efforts (email, direct mail, tip covers, faxing and telemarketing)
 - Increase effectiveness of reaching audiences as subscription forms are developed, including best coding matrixes to use as well as structure/order of questions to ask
 - Establish process to collect, prepare and maintain association lists and event attendees to more easily reach Audience Development marketing goals
 - Execute email marketing campaigns and continuously review success of email marketing efforts to increase audience and reduce expenses
- Create marketing plans for assigned markets to achieve magazine and eNewsletter circulation goals in an effort to attract, retain and build audiences
 - Maintain reports to track progress for our AD marketing plans and provide recommendations to AD Director on ways to optimize performance
 - Identify audience development gaps and proactively seek out new marketing methods to improve retention and acquisition of subscribers
 - Ensure creative content is submitted on time to printers and maintain a good record of quotes, proofs and invoices of all direct marketing projects
 - Consult creative department and communicate effectively with the business teams to keep them well informed of the scheduling of all printed marketing materials in the publications
 - Complete Competitive Analysis Reviews of all demographics for existing, competing media brands on a semi-annual basis to more easily determine strengths, weaknesses and areas of marketing opportunity for the brands
 - Become more actively involved in preparation of BPA circulation statements for audited brands to more easily determine and assess if (how or what) goals were reached during the year from the marketing efforts

- Manage digital, email, web and social media engagement initiatives for the AD department
 - Serve as thought leader for the department on the use of e-mail marketing tactics used to attract and retain audiences, monitor AD email marketing campaigns and provide recommendation for improvements
 - Fully understand Audience behavioral tracking and data capture capabilities of existing email platform and become an internal “Super User” for the email platform
 - Spearhead conversion of site traffic into “customers” utilizing all emarketing methods including email campaigns (creative messaging), Landing and conversion strategies and tactics, Banner and text ads (offline and online), Social networking strategies, Webinars (lead generation and new product campaign strategies) and Link building (collaborating with editorial, web staff)
 - Review and analyze website traffic and open/clicks from Enewsletters as MMW’s Expert on Google Analytics, making recommendations to maximize landing and conversion strategies for requalification, renewals and new business
 - Collaborate with the Editorial teams to suggest ways we can increase audience traffic through online social networking sites (Facebook, Twitter, LinkedIn)
- Serve as department leader in Data Analysis areas to help increase quality levels of audience metrics for MMW brands
 - Have significant experience in compiling audience demographics and completing competitive analysis reviews in an effort to better identify strengths, weaknesses and areas of opportunity
 - Establish process to collect, prepare and maintain association lists or secondary lists for use to more easily reach Audience Development marketing goals
 - Identify ways to improve creative text or scripts used for any marketing efforts, including fax efforts, tip-on covers, email efforts or telemarketing projects
 - Leverage any previous experiences working with external fulfillment/database vendors to increase effectiveness of improving audience demographics

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 or by mail to:

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