



Marketing Manager, Audience Development - Branded Media

Meister Media Worldwide provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture and plant protection. We are looking for a Marketing Manager, Audience Development - Branded Media to join our team in our Willoughby Ohio headquarters.

Reporting to Sr. Manager Audience Engagement and Digital Strategy, position will be an active part of the Audience Engagement and Digital teams, applying extensive digital along with traditional marketing expertise to grow, engage, and retain our audiences. He/she will be charged with applying innovative and advanced marketing skills to refresh and reinvigorate standard audience development protocols and further allow us to truly learn from each touchpoint with our audience.

This person will have ultimate responsibility for audience acquisition and retention for our branded media products, from magazines to newsletters to webinars. He/she must be goal-oriented and motivated to drive audience engagement and growth for all media channels.

Roles/Responsibilities:

- Develop a full working knowledge of the markets we serve and our audiences; work closely with Business Teams and support departments to continually develop new and creative ways to engage with and retain our audiences.
- Assist in identifying audience goals and KPIs for our print and online products.
- Design audience acquisition strategies and execute audience marketing plans for MMW brands from beginning to end.
- Design and execute subscriber onboarding and re-engagement campaigns using both digital (i.e. email, social media, web) and traditional methods (i.e. magazine wrap covers, inserts, telemarketing)
- Work closely and coordinate marketing efforts with Manager of Audience Development, Events.
- Evaluate current approaches for reaching and communicating with our audience and provide recommendations/identify areas where more creative, modern, digital techniques could be utilized to increase engagement and grow our audience.
- Track and analyze campaigns' performance and optimize efforts through time. Practice data-driven decision making. Use A/B testing to maximize effectiveness of campaigns.
- Have an awareness of new practices and technologies and the latest trends relating to digital marketing and analytics/reporting.
- Participate in special projects and perform other duties as required.

Qualifications:

- Bachelor's degree with a high level of expertise in digital marketing. Experience in publishing or Digital Media marketing a plus.
- Experience creating and executing traditional marketing programs.
- Must be a collaborative team member, willing to take on various roles as needed.
- Strong communication skills are required – both written and verbal. Candidate must foster collaborative relationships with a broad range of internal and external stakeholders.
- Must be a creative problem solver, not afraid to think outside the box and develop new processes or utilize new tactics.
- Must have experience with email marketing, testing, and optimization; A/B testing; digital lead generation tactics; marketing automation; and analytics tools (Google Analytics, Facebook Ads Manager etc.)
- Must have a high level of expertise developing strategic marketing plans using all available channels – print, digital, social, direct, etc. and seeing long-term plans through to completion.
- Ability to successfully manage multiple projects in a timely manner.
- Ability to develop a big picture understanding of business needs, priorities, and direction, and an understanding of how personal tasks fall into it.
- Actively seeks better, more effective ways of accomplishing tasks and goals.
- Must be a quick learner and self-starter.

Meister Media Worldwide offers a competitive compensation and benefits package including base salary, profit distribution, and 401(k) & Profit Sharing Plans.

Please submit resume and salary requirements via email to careers@meistermedia.com.

About Meister Media Worldwide

Meister Media Worldwide, founded in 1932 with headquarters in Willoughby, Ohio, USA, produces integrated business solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to communities including fruits, nuts, and citrus; vegetables; cotton; ornamental horticulture; horticulture in Mexico; precision agriculture; custom application of crop inputs; and the manufacturing, formulation, and distribution of crop protection and plant health products in the U.S. and globally. Meister Media's stable now includes 12 major brands whose portfolios include print publications, digital products, conferences and tradeshows, and Connect hosted-buyer events. In addition, Meister Direct produces custom print and digital products, and strategic business development services from concept planning through development and delivery.