



# Poets&Writers

## DIRECTOR OF MARKETING

The Marketing Director will build on Poets & Writers' widely respected brand to expand our audience and deepen engagement with our print and digital publications, online resources, classes, and community. The Marketing Director will work closely with colleagues across the organization as well as external consultants to rapidly grow a new membership program (launching in December 2024). In addition, they will promote classes, workshops, events, and awards sponsored by Poets & Writers, with the goal of increasing awareness and participation among writers nationwide.

The Marketing Director will be skilled at both strategy and execution. They will be results-oriented and bring creativity and energy to conceiving and implementing campaigns across multiple channels—including e-mail marketing and newsletters, social media, digital ads, print ads, and in-person events—to drive engagement and revenue growth.

This is a full-time position in our New York City office. We offer a hybrid work environment, with potential to work from home several days per week; must be available to work in the office a minimum of two days per week and additionally as needed. Annual salary: \$75,000, plus benefits including fully paid medical insurance and generous paid time off. Reports to the Executive Director.

### **Responsibilities include:**

- Grow Poets & Writers' Membership Program
  - Develop and execute campaigns utilizing P&W's online, social, email, and print outlets to drive member acquisition, engagement, and churn prevention
  - Coordinate with external magazine circulation consultant (PWX Solutions)
  - KPIs include meeting ambitious membership goals
- Promote Classes, Programs, Events, and Awards
  - Develop and execute campaigns utilizing P&W's online, social, email, and print outlets to achieve project-specific goals
  - KPIs include robust class registrations, award applications, online and in-person audiences
- Email Marketing
  - Manage Constant Contact database
  - Produce the Weekly Update newsletter (circ. 80K+) and periodic e-blasts to drive traffic to pw.org, market programs, and convert readers into members
  - KPIs include email acquisition, open rate, click-thru rate, and conversions
- Social Media
  - Guide development of P&W's social media strategy

- KPIs include reach, engagement, and conversions
- Brand Stewardship, Metrics, and More
  - Steward P&W's long-standing and widely respected brand
  - Coordinate P&W's participation in conferences and festivals
  - Utilize data analytics to inform strategy development and target improvements across email, social, and web
  - Design audience surveys in collaboration with colleagues; collect and analyze responses
  - Prepare quarterly reports on audience growth and engagement
  - Stay informed about trends in digital marketing, social media, and online communities to ensure that P&W is prepared to meet writers' changing needs and expectations

### **Qualifications:**

- Three to five years' marketing experience
- Experience with membership or subscription-based programs strongly preferred
- Demonstrated success in delivering marketing campaigns with measurable impact
- Proficiency in using data and analytics to drive decision-making
- Exceptional copywriting
- Strong graphic design sense
- Meticulous attention to detail and dedication to excellence
- Results oriented; motivated and accountable
- Technical proficiency in Microsoft Office, Outlook, and Teams
- Familiarity with all/most of these applications: Photoshop, InDesign, Constant Contact, Google Analytics 4, Drupal, and Survey Monkey
- Commitment to P&W's mission and passion for literature, writers, and books
- Upholds P&W's values—service, integrity, inclusivity, and excellence—and shares the organization's commitment to antiracism

### **To Apply:**

Please send résumé and cover letter via email to: Melissa Ford Gradel, Executive Director, [mgradel@pw.org](mailto:mgradel@pw.org). Please include "Director of Marketing" in the subject line. Attachments must be .docx or .pdf; other file types will not be opened. No calls, please.

***Poets & Writers is an Equal Opportunity Employer, committed to building a diverse and inclusive staff. Individuals from all backgrounds are encouraged to apply, including veterans and those with disabilities.***

### **ABOUT POETS & WRITERS**

Poets & Writers is the nation's leading nonprofit serving creative writers. Our mission is to foster the professional development of poets and writers, to promote communication throughout the literary community, and to help create an environment in which literature can be appreciated by the widest possible public.

We advance this mission through our flagship publication, *Poets & Writers Magazine*; [pw.org](http://pw.org), a website that provides trustworthy advice, information, and a lively online community for writers; the Readings & Workshops Program, which pays writers fees for giving readings and leading workshops throughout New York State; and unique professional development opportunities, including Get the Word Out, a publicity incubator for emerging writers. We offer two significant awards: the Maureen Egen Writers Exchange Award and the Jackson Poetry Prize.

Our work is guided by our core values: service, inclusivity, integrity, and excellence, and by our commitment to becoming an antiracist organization. Learn more at [pw.org](http://pw.org).

*As of 6/1/24*