



# Poets&Writers

## DIRECTOR OF MARKETING

The director of marketing 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 director of marketing will work closely with colleagues across the organization as well as external consultants to expand membership and to promote classes, workshops, events, and awards sponsored by Poets & Writers, with the goal of increasing awareness and participation among writers nationwide.

The director of marketing 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:**

- Member Acquisition and Upgrades
  - Develop and execute campaigns utilizing P&W's online, social, e-mail, and print outlets to encourage existing members to upgrade to higher membership tiers
  - Coordinate with external circulation consultant (PWX Solutions) on campaigns to drive member acquisition and churn prevention
  - KPIs include meeting ambitious membership goals
- Promote Classes, Programs, Events, Editorial Products, and Awards
  - Develop and execute campaigns utilizing P&W's online, social, e-mail, and print outlets to achieve project-specific goals
  - KPIs include robust class registrations, award applications, online and in-person audiences, and audience engagement
- E-mail Newsletter and Marketing
  - Manage Constant Contact database
  - Produce the Weekly Update newsletter and grow circulation (currently 150K+)
  - Produce periodic e-blasts to drive traffic to pw.org, market programs, and convert website visitors and newsletter readers into members
  - KPIs include e-mail 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 e-mail, 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
- Proficiency in Microsoft Office, Outlook, and Teams
- Familiarity with all/most of these applications: Constant Contact, Canva, Drupal, and Survey Monkey, plus social media platforms
- 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 e-mail 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.

Note that, as part of our commitment to pay equity and transparency, Poets & Writers has a no-negotiation hiring policy. The salary cited in a job listing is the non-negotiable salary for the role; our benefits package is the same for all employees and is also non-negotiable.

***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 4/8/26*