



## Consumer Marketing Specialist | Job Description

Job Title: Consumer Marketing Specialist

Department: Circulation

Reports to: President & COO

FLSA Status: Full Time/Exempt

Effective: January 2026

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### Summary

The Consumer Marketing Specialist is responsible for executing circulation marketing and subscriber acquisition and retention functions of *The Keene Sentinel* and other related online and specialty publications.

This position plays a crucial role in ensuring print and online audience growth via subscriber acquisition and retention. The position responsibilities include coordination of all facets of consumer marketing including implementing strategies to increase paid circulation revenue and print and digital readership, campaign development, creative execution, performance tracking, pricing, bundling, utilization of subscriber databases, budgeting, and consistent achievement of subscriber volume and financial goals.

The Consumer Marketing Specialist works closely with various staff members within the organization and outside to achieve circulation and operational goals and enhance customer willingness to purchase and satisfaction.

### Key Responsibilities

- Develop and implement circulation marketing strategies and initiatives to increase print and digital readership, and the paid subscription base, of *The Keene Sentinel*, [www.keenesentinel.com](http://www.keenesentinel.com), and apps.
- Creative development, execution and coordination of all campaigns across all marketing channels.
- Analyze circulation data and market trends to identify opportunities for subscriber growth and revenue improvement.

- Collaborate with management and marketing staff, including the supporting Consumer Marketing Committee, to develop promotional campaigns and strategies to attract new subscribers and retain existing ones. Campaigns to include print, digital, social, programmatic, email, events, and Active Campaign marketing automations, among others.
- Conduct market research and competitor analysis to stay abreast of industry trends and adjust circulation strategies accordingly.
- Administer circulation revenue, volume, pricing, and expense budgets, ensuring cost-effective operations and adherence to financial targets.
- Monitor and manage subscriber databases (training provided), ensuring accurate and up-to-date subscriber information.
- Utilize the Circulation software system (training provided) for daily processing, extracting reports, subscription offers, pricing, rate increases, and communicating with vendor support team.
- Maintain current knowledge of market activities including competitive products, pricing and policies.
- Maintain the highest levels of personal and professional behavior in the workplace and in the market.
- Other tasks as assigned.

### **Position Requirements**

#### **Knowledge, Skills, Abilities:**

- Strong business orientation, and analytical and problem-solving abilities to analyze circulation data, identify trends, and make data and market-driven decisions.
- Knowledge of marketing principles and strategies, with the ability to develop effective promotional campaigns.
- Working knowledge of digital marketing platforms including social (paid and organic), programmatic, and others.
- Experience in creative development, including video.
- Working knowledge of marketing automation systems including Active Campaign with the ability to build customer journeys and campaign automations.
- Working knowledge of design software, including Canva, to execute creative campaigns.
- Excellent organizational and time management skills to manage multiple tasks and meet deadlines in a fast-paced environment.
- Strong business, marketing, creative, administration, and customer service skills.
- Strong interpersonal and communication skills to collaborate effectively with internal teams, vendors, and subscribers.
- Proficient in using management software, databases, and Microsoft Office Suite.
- Attention to detail and accuracy in managing subscriber databases (training provided).
- Flexibility and adaptability to navigate changing industry trends and technologies.
- Highly motivated, dependable, self-starting individual with initiative and drive to succeed
- Team player.
- Eagerness to learn, continually seeking to improve management, sales, and customer service skills.

- Strong time management and follow-up skills
- Position can be both remote and office based.

**Education & Experience:**

- Bachelor's degree or equivalent work experience.
- Minimum of two years of advertising and/or marketing experience.

**Compensation Outline:**

- Salaried position
- Occasional incentive opportunities

*The above statements are intended to describe the general nature and level of the work being performed by employees assigned to this job. This is not an exhaustive list of all duties and responsibilities. The Keene Publishing Corporation management reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.*