

## Marketing & Audience Manager

- Overview
  - *Heat Treat Today*, a leading North American heat treat industry media brand that produces various e-newsletters, print & digital magazines, a website, webinars, events, and a podcast, is seeking a politely aggressive, marketing manager to oversee all outward-facing promotions including advertising revenue promotion, website & e-newsletter promotions, trade show promotions & coordination, as well as audience/reader development & management responsibilities. Our team is characterized by a) helpfulness, b) polite aggressiveness, and c) innovativeness. We like to take advantage of technology to help us achieve our goals, so the right person for this position will be competent (or highly trainable) in navigating digital technologies and editing to engage audiences on social platforms. We are also driven by the commitment to “always do the right thing” as defined by eternal moral truths like those found in the 10 Commandments. Above all things, we want to be honoring to Christ as we strive to help those within our sphere of influence.
- Duties
  - Work with the publisher and key sales personnel to develop marketing strategies for multiple products, services, and events for *Heat Treat Today* ([www.heatreattoday.com](http://www.heatreattoday.com)) including but not limited to an annual media planning kit, monthly print & digital magazine advertisement promotions, website advertising promotions, multiple e-newsletter advertising promotions, podcast sponsorship promotions, and event attendance and sponsorship promotions.
  - Work with media sales, art, and production to oversee the execution of the above-mentioned marketing strategies including on-time, error-free deployment of all assets.
  - Oversee trade show strategies which would include promotional barter agreements for trade shows as well as booth design and coordination for trade shows that we attend.
  - Oversee and maintain website appearance and functionality in cooperation with the organization’s technical team.
  - Develop, oversee, and/or execute the company’s social media program.
  - Organize and oversee the company’s 40 Under 40 annual campaign.
  - Approve and manage all marketing-related expenses.
  - Position may include writing copy and creating art, but most of the art will be handled by the organization’s art director or contract artists.
  - Manage and execute audience development strategies and promotions as well as perform or oversee audience management tasks.
- Experience
  - 3-5 years of previous marketing experience required
  - Marketing management experience preferred
  - Publishing industry experience preferred
  - A self-starter and self-managing mindset desired
  - Excellent team player
  - Technically savvy. The organization is PC & Microsoft-based except for art which is Mac/InDesign-based.

- Position
  - Full-time – typical, yet flexible work hours
  - Salary – \$40k-\$60k negotiable based on experience
  - Remote or in-office (optional if close to New Castle, Pennsylvania)
- Contact
  - Send information to or contact Doug Glenn, Publisher, 724-923-8089, [doug@heattreattoday.com](mailto:doug@heattreattoday.com)