



## Data & Audience Specialist

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AB Media, Inc. is seeking a talented, experienced and deadline-driven professional to serve as our Data & Audience Specialist. This highly engaged, proactive and goal-oriented individual will be responsible for assisting in the execution of our marketing strategies, including audience engagement and development.

The ideal candidate has 1-3 years of solid data analytics or audience development experience working in a fast-paced organization and a sharp attention to detail. Preferably, this candidate should also be knowledgeable of industry trends and highly skilled in segmentation and targeting techniques, identifying new ways to leverage our data to help bring in new business/revenue for the organization.

### Job Duties Include:

- Identifying and offering new ways to segment our audience to develop a stronger connection with our audiences
- Function as liaison for all circulation related vendors and partners
- Organize information, data and files needed for circulation audits
- Analyze performance of sales, circulation, attendee and editorial marketing efforts
- Managing data entry tasks as they come in to make sure we are up-to-date on all requests
- Working with the Marketing & Audience Development Manager to help identify data gaps
- Assisting the Marketing & Audience Development Manager with leading our brand, marketing strategy and lead-generation efforts for all four brands (Athletic Business, AB Show, AQUA and Wood Floor Business)
- Analyzing marketing and sales metrics and converting them to valuable insights to help improve our marketing strategy, messaging and approach
- Assisting in other projects as assigned based on business needs

### Desired Skills & Experience:

- Associate's or Bachelor's degree in information technology, business or related fields
- Minimum of 1-3 years' experience in data or audience analytics
- Audit preparation experience and/or working knowledge of Google Ads platform a bonus, but not required
- Passion for developing engaging marketing messaging and initiatives that drive results
- Proven success in past lead-generation marketing efforts with measurable results and examples
- Excellent communication and presentation skills
- Thorough understanding of digital and social media best practices
- Team oriented and comfortable working with multiple departments/colleagues on any given task
- Highly organized and detail-oriented with exceptional sense of accountability

### About AB Media, Inc.:

Founded in Madison, Wis. in 1977, AB Media began with our flagship brand, Athletic Business. Athletic Business serves professionals in the athletics, fitness and recreation industry, reaching 40,000 audited print subscribers and drawing more than 1 million unique visitors to athleticbusiness.com each year. Meanwhile, the annual AB Show draws thousands of attendees from 50 states and more than 20 countries. Other brands in the AB Media family include AQUA and Wood Floor Business. AQUA serves professionals in the pool and spa industry while Wood Floor Business focuses on the wood flooring market. To learn more about AB Media, Inc. and our family of brands, visit [www.abmedia.biz](http://www.abmedia.biz).

AB Media is based in the heart of downtown Madison, directly on Capitol Square, just steps away from the State Capitol.

### Interested candidates should submit a cover letter, resume and salary requirements to:

Kate Rampone, Marketing & Audience Development Manager

AB Media, Inc. | 22 E Mifflin St., Suite 910 | Madison, WI 53703 | E: [kate@athleticbusiness.com](mailto:kate@athleticbusiness.com)