

## Senior Marketing Manager Job Description – Job Description

Reports to: Sarah Russo

Salary Range: \$70,000-\$90,000 (experience dependent)

Years' Experience: 8+ years

Job location: NYC based (hybrid)

Benefits: 401K; Bonus; Flexible hours; PTO, 35-hour full-time work week, health and other benefits available to full-time employees

### Job Summary:

Senior Marketing Manager to handle all aspects of marketing for books, experts, and other literary projects, as well as company marketing, content creation and organization, and channel management. The SMM will regularly manage client centered campaigns that include advertising, social media strategy, influencer marketing, feedback on a client's digital platform and advice on how to improve and grow platforms across website, social media, newsletter, website SEO/AEO management, and other content creation. The SMM manages content creation for some of our clients as well as running promoted post campaigns on social media, reviewing analytics and performance and revising strategy based on data from those campaigns. The SMM is also the lead marketer for Page One across our content pillars (website/blog, podcast, newsletter, and social media), and will be the key driver of growth across these platforms utilizing advertising, earned placements, and community building.

### PRIMARY RESPONSIBILITIES:

#### Campaign & Client Marketing

- Manage book marketing campaigns from beginning to end, including, but not limited to influencer marketing, client social media management, website feedback and occasionally management, digital and print advertising, and marketing strategy.
- Independently communicate with authors, editorial, publicity, and marketing staff about marketing achieved and reporting on individual titles at meetings or via regular updates by email with the client and publisher. Make smart and effective decisions around client and colleague communication.
- Effectively manage budgets, freelance contractors, our shared assistant, and interns to aid in completing assigned workload.
- Research and build excellent influencer and big-mouth lists requiring little editing; identify the best and most appropriate audience for each project and pitch books and authors to all appropriate marketing avenues as campaign scope requires.
- Maintain and foster influencer contacts through research and in person and virtual meetings.
- Utilize our press materials and media achievements to amplify the work we are doing across channels and with key stakeholders for each campaign (ie. publisher and agency colleagues).
- Maintain marketing updates, campaign trackers, and wrap-up memos, and keep clients abreast of all developments during their campaigns.
- Smartly manage scope creep by clients and reorient the client back to the core marketing plan.

- Keep Sarah notified of all problems, challenges, or hurdles that we might need to triage, brainstorm, or fix, so all issues are addressed proactively and communicated to clients in a professional and timely manner.
- Work with Sarah to plan and map marketing and contribute smart ideas to all campaigns.
- Work with the publicity team to curate content marketing ideas for your clients and to help promote P1M business interests.
- Assess incoming projects, actively participate in new business calls when needed, and collaborate to create creative and strategic proposals as necessary.

### **Project & Operations Management**

- Effectively utilize our campaign management tool, ClickUp, to deliver tasks on time, delegate, take notes, communicate with the team, and schedule review of materials on time and within scope.
- Manage advertising budgets across Google, Meta, and Amazon platforms — including recommending spend levels, pacing, and optimization strategies.

### **Page One Education**

- Lead the strategic launch and growth of Page One Education via marketing efforts.
- Create materials for Page One Education’s subscriber platform including short form video, content selection from the Page One podcast, Q&A highlights, FAQs and more.
- Create and follow video production workflows, including scripting, recording, basic editing, and publishing to relevant platforms (e.g., YouTube, subscriber platform).

### **Page One Media Brand & Channels**

- Oversee the P1M website and managing SEO/AEO, content and analytics.
- Apply AEO/GEO best practices, including familiarity with structured data/schema markup and optimization for AI-driven search surfaces (Google AI Overviews, Perplexity, ChatGPT search).
- Oversee P1M’s newsletter and blog, create content, and manage content calendar.
- Oversee P1M’s community relationship management and marketing funnel.
- Manage the P1M and Sarah Russo social media accounts to best amplify the work we’re doing across all client accounts and to build our reach in the literary community.
- Leverage AI tools responsibly (e.g., Claude, ChatGPT, Perplexity, AI-assisted SEO platforms) for content drafting, campaign ideation, performance optimization, and project management.

## **JOB REQUIREMENTS:**

### **Qualifications & Approach**

- 8+ years of marketing experience, ideally with a background in publishing, literary, or media environments.
- Creative self-starter who has an enthusiastic and energetic approach to exploring opportunities for our clients and Page One.

- At ease dealing with authors and juggling multiple projects at once while managing deadlines and key priorities effectively.
- Excellent writing and research skills required, as is a careful attention to detail.
- Must have a growth mindset and identify as a life-long-learner.

### Technical Skills

#### Required:

- Familiarity with key book influencers, ad reps, and online marketing platforms.
- Experience running digital ad campaigns on Google, Meta, and Amazon platforms:
- Experience with Google Analytics 4 (GA4) and Google Search Console, YouTube Studio, and Amazon Merchandising, Social media management and promoted post campaigns
- Familiarity with Microsoft Office Suite
- Familiarity with ClickUp (or comparable project management platform)

#### Preferred:

- Familiarity with HubSpot (or comparable CRM/ESP) and email marketing platform experience (Mailchimp, Beehiiv, Substack, or similar)
- HTML familiarity
- Familiarity with Video editing tools (CapCut, Adobe Premiere, Descript, Canva Video, or comparable)
- Familiarity with AI-assisted SEO/AEO platforms (Surfer, Clearscope, or similar); familiarity with structured data and schema markup
- Familiarity with AI tools for marketing: Claude, ChatGPT, Perplexity, or similar — for content drafting, research, and campaign ideation

### About P1M:

Page One Media is a full-service literary publicity and marketing firm, founded in 2019 by Sarah Russo. Our work centers around authors, books, literary organizations and start-ups, and publishers, specifically those who are or who publish experts as well as select literary fiction and works in translation. For more information about our work, visit [www.page1m.com](http://www.page1m.com).

### Mission:

P1M is committed to expanding knowledge through the written word. We help our clients gain traction in the media by making sure they (and therefore we) are seen as an excellent resource to the media. We are committed to working with authors of color and other underrepresented writers to help them publish and have their ideas widely disseminated in the public sphere.

### Ideals:

- P1M is a woman owned and operated small business. We are committed to the growth, safety, and health of our employees.

- P1M is committed to being good literary citizens and citizens of the world. We encourage our employees to use their skills in a pro bono capacity and we support their efforts and contributions to literary organizations and not-for-profits.
- P1M affirms that Black, Brown, Asian, and LGBTQIA+ lives, and those living with disability, matter. We make every effort to meet the budgets of underserved and underrepresented authors and writers to support their publishing goals.

Page One Media believes in the benefits that a diverse team brings to both our authors and our business. We welcome diverse applicants and all qualified applicants will receive careful consideration without regard to race, age, color, sex, sexual orientation, gender identity, religion, veteran status, national origin, marital status, parenthood, mental or physical disability or any other legally protected status.

Page One Media offers access to medical, dental, vision, basic and supplemental life, short-term and long-term disability, accidental death and dismemberment, critical illness, hospital indemnity, long-term care, health and dependent care FSA, HSA, commuter benefits, employee assistance program, 401(k), discretionary bonus program, PTO (15 vacation days, 2 floating holidays, 10+ holidays and the week off between Christmas and New Year's, Summer Fridays, and generous sick leave) and group discounts on auto and home insurance, legal services, and more. Eligibility requirements apply to some benefits and may depend on your job classification, hours worked, and length of employment. Benefits are subject to change and may be subject to specific elections, plan, or program terms.

**Instructions:**

Please apply by sending resume, cover letter, salary requirements, and at least three pieces of sample material from a recent project to [hello@page1m.com](mailto:hello@page1m.com).