



Audience Development Job Description

Example 1

News Organization is seeking an audience growth director with a proven track record that will develop audience strategies at all levels of the marketing and conversion funnel for the *News Organization* and execute strategies for audience growth for the website, social media, newsletters, email, and year-around civic engagement events. In collaboration with the editorial and business teams, the director will guide attraction, retention, diversification, and converting readers and institutions to paid membership. The director also will be responsible for establishing and reporting on KPIs that strengthen audience loyalty and market reach. This position will report directly to the publisher / CEO and will work closely with the editing team and chief operating officer.

We are looking for a candidate that is creative, innovative and strategic and also possesses strong quantitative abilities. If your skills and interests align with the audience growth director position as described, but your professional experiences don't exactly match up with the stated requirements, please apply and explain how your professional experiences and skills will make you successful in implementing creative and data driven strategies to grow and diversify the San Antonio Report's audience. We welcome applicants with nontraditional career paths.

POSITION RESPONSIBILITIES:

Lead the *News Organization*, with the most appropriate technologies and analysis, to effectively attract, diversify, retain, understand, and grow reader audiences as the first step to a successful "funnel" strategy to build sustainable earned revenue for the publication.

Communicate and Collaborate. Use all tools to educate, inform, and collaborate with editorial and business members on how metrics and technology can guide and drive the publication to the desired audience metrics and business outcomes.

Editorial Strategies. Work closely with editors to create an editorial plan to maximize readership, ensure familiarity with trending topics, SEO friendly headlines and attractive story packages that contribute to internal and external KPIs for all *News Organization* touchpoints.



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- Trend Analysis and Implementation: Conduct research, analyze, and communicate trends, story, and topic ideas to editors; and to full staff on a weekly/monthly basis.
- Audience Growth/Diversity: Executing and communicating best practices for discoverability; search engine optimization, content distribution via social media, finding new readers for existing newsletter products and helping identify opportunities for new ones, and paid marketing for introducing our brand and products to new audiences.
- Social Media Strategy: Establish and execute a strategy that aligns with organizational goals in executing organic and paid marketing of content, products (website, apps, newsletters), fundraisers, and organizational announcements.

Membership and Revenue Strategies: With the COO and membership & audience engagement manager, participate in the brainstorming and execution of strategies related to membership campaigns. Assist in brainstorming and executing strategies to support the growth of event audience as it pertains to funnel growth.

Marketing and Audience Technology Stack: In coordination with business and editorial leadership, vet technology resources as they relate to audience growth and distribution. Including testing new technology and platforms that will help the publication stay relevant on emerging platforms, achieve organizational goals faster and reduce cost.

Measure Success: In partnership with the leadership team, establish, monitor and continually evaluate publication's goals and KPIs defining desired audience metrics and business outcomes. The director is responsible for leading regular traffic meetings to report progress and to discuss strategic adjustments.

Leadership/Best Practice Awareness: Staying abreast of changes and trends within the news industry regarding techniques, concepts, social media, products, or models that the Report might adopt.

Brand Marketing & Partnerships: Advising team members on the costs/benefits of content and resource sharing based on the impact on the audience and dissemination of our brand.

SKILL/EXPERIENCE REQUIREMENTS:

- At least 3 years of audience development and/or distribution experience in digital/editorial publishing;



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- Experience building an engaged audience through newsletters, social media distribution platforms, and events;
- Experience using Google Analytics, Parse.ly, Facebook Insights, and similar tools;
- Has practical knowledge of membership revenue models and experience with audience development and engagement through events;
- Thorough understanding of audience behavior, engagement strategies, and best practices
- Well versed in SEO and email newsletter strategy;
- Proven people management skills;
- Understanding of nonprofit media is a plus;
- Enjoys working in teams and has excellent interpersonal skills;
- Has no difficulty providing constructive feedback to editorial or management teams;
- Comfortable adapting to changes in the evolving industry and thrives under pressure;
- Self-motivated, competitive spirit and assertive personality with the ability to balance multiple competing projects and priorities;
- Schedule flexibility (nights, weekends);
- Spanish fluency is a plus;
- Some travel might be required for industry-related conferences and initiatives.

EDUCATION REQUIREMENTS:

Bachelor's degree in journalism or related field preferred.

This is a full-time, exempt position that reports to the CEO / Publisher and is based in San Antonio, TX.

Salary range for this position is competitive and commensurate with experience and skill set. Some of the benefits employees enjoy are 20 days of personal time off, nine paid holidays, health benefits, a 401(k) plan, and paid parental leave.

We're committed to building an inclusive newsroom that represents the people and communities we serve. We especially encourage members of traditionally underrepresented communities to apply.

Application details: To apply for this position, please submit a cover letter, résumé and list of three references to apply@email.org and include "Audience Growth Director" in the email subject line.



Example 2

A startup news outlet based in Chicago is seeking a creative and enterprising professional to lead our efforts to build a new journalism brand, develop an audience strategy and create a data-centric approach to growing public engagement for investigative and solutions-focused journalism about government in Chicago and Illinois.

The successful candidate will embrace the opportunity to invent new strategies and tactics for reaching readers, listeners and the broader community through cutting-edge approaches. They will deploy a variety of media formats, events and public outreach. A member of the CEO's executive team, this key leader will build and lead a fast-growing team devoted to growing the audience and impact of the journalism we produce. This person also will lead efforts to develop revenue in the form of memberships and subscriptions. This director will help drive strategy as we calibrate the mix of live, hybrid and online events to grow engagement and revenue.

Reports to: President and CEO of the *News Organization*

Key collaborative relationships: Editor in chief, managing editor, vice president of operations, director of development, director of policy

Direct reports: Marketing manager, manager of partnerships and local content, copy editor, social media content strategist, event programmer

Major responsibilities

- Build and lead a best-in-class audience engagement team, including social media, marketing, content optimization, and community involvement.
- Create and execute campaign plans and strategies, mobilization efforts and organizing, and engagement to raise awareness and action.
- Develop and execute data-driven audience growth plans across a variety of platforms, applying best practices in connecting with residents, civic leaders, influencers and government actors.
- Work with the revenue officer to optimize revenue potential of *News Organization* audience and activities, deploying all media channels and public outreach activities.
- Develop distribution strategies and address a diverse array of audiences across website and mobile, social media, newsletters, podcasts, events and partnerships.



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- Identify and set goals for social media strategy focused on growing our audience on Facebook, Twitter and Instagram.
- Work with the news, policy and civic engagement teams to optimize audiences for our news stories, policy statements, newsletters, podcasts, data visualizations, and public events.
- Enhance digital versions of stories to engage current subscribers and to attract new ones.
- Direct efforts to increase authentic connection to Black, Latinx, Asian-American and underserved communities, both virtually and at live events.
- Direct efforts to track real-time and overall traffic patterns, develop social media strategies, advise on apps, software and analytics tools.

Job requirements

- Bachelor's in marketing, communications, journalism or related field. Advanced degree preferred.
- A minimum of 7 years relevant industry experience with 5+ years hands-on in audience development, digital marketing and audience retention, with a focus on journalism, policy or related content areas.
- Demonstrated ability to manage, lead and mentor a team across multiple areas of focus while prioritizing objectives and demands within a matrixed business structure.
- Exceptional skill at clear, concise, and compelling communication.
- Prudent risk-taker who quickly responds to market feedback in order to seize opportunity.
- Strong analytical background for data-driven rigor in resource allocation and decision-making.
- Collaborative approach in working with other *News Organization* leaders and *News Organization* partners to advance the *News Organization* mission.
- Strong curiosity and motivation, coupled with a love for the *News Organization* audience, brand and mission.
- Knowledge of industry trends, benchmarks, best practices, to ensure the *News Organization* is a trailblazer.

Compensation and Benefits

Salary for this full-time position commensurate with exceptional experience and qualifications. Position also includes medical, dental, and vision insurance; a comprehensive paid time off package; and a 401(k) with an employer match



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How to Apply

Submit your cover letter and resume to jobs@email.org. Please include in the subject line: Director of Audience applicant

We encourage qualified professionals from traditionally underrepresented communities to apply, including people of color, LGBTQ people and people with disabilities. The *News Organization* is an equal opportunity employer. We're committed to cultivating and preserving a culture of inclusion and connectedness for all employees. We welcome the unique contributions that you can bring in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expression, nation of origin, age, languages spoken, veteran's status, color, religion, disability, sexual orientation and beliefs.

Example 3

News Organization is a Black-led nonprofit news organization with a twofold mission to produce in-depth journalism that serves the whole community while training, developing and mentoring a new generation of minority journalists.

Launching in fall 2022, *News Organization* is seeking an assistant managing editor to work with the managing editor and editor-in-chief to grow a staff that will be recognized as a leader in independent, nonpartisan journalism in the Deep South.

The mission is to create a newsroom that is truly diverse in perspective, background and experience.

To that end, *the News Organization* is seeking an audience director to join our newsroom team.

The audience director is tasked with ensuring and managing *News Organization's* growth by creating, submitting and executing audience-centered strategies across the organization through an innovative and entrepreneurial approach. This person will use audience data and analytics, as well as community listening, to understand how audiences are engaging with content. This data and listening will also inform website presentation and functionality, search engine optimization and what new products we use to deliver content across multiple platforms while using consistent design and branding strategies.

An ideal candidate will be able to collaborate across departments, measure and provide c-level support with growth initiatives through employee engagement. The



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Audience Director will also lead a cross-departmental team of staff to enhance and promote the work of the newsroom and implement holistic and realistic organizational growth strategies and training to diversify Verite's staff, audience and revenue.

A key component of this role will also be developing and executing strategies for reader outreach and content creation through cultivating collaborative and meaningful external partnerships and community engagement.

Qualifications:

- Excellent communicator. The ideal candidate demonstrates high-level communication skills, both in person and in writing.
- Self-led, motivated and determined to create positive change
- Passionate about journalism and committed to reaching diverse audiences through a variety of platforms
- Experience in digital publishing and content delivery, preferably proficient in WordPress, MailChimp, social media and file sharing.
- Diverse background in journalism, publishing, marketing, print and web design, including hosting and domain platforms, Stripe integration and e-commerce.

Roles/responsibilities:

Internal Staff Engagement:

- Curate and deliver reports to staff to create awareness of audience engagement projects and share best practices
- Create space for audience-focused conversations across the organization
- Hold weekly office hours for staff
- Create processes for accomplishing rollup goals to allow organization to reach more diverse audiences
- Create and execute processes that empower staff members to work together toward heightened awareness and understanding of DEI initiatives within the organization

Partnerships:

- Establish and maintain partnerships as a means of expanding our brand and growing our audience to better reflect the demographics of our state



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- Create and engage with a network of regional news orgs to share best practices and processes for sharing our stories and content through our Creative Commons license
- Establish a process for tracking stories shared by other organizations
- Create products and content that can be monetized and used to enhance the news landscape and provide accessibility through reader resources

Audience Growth and Community Engagement:

- Develop strategies and campaigns to distribute quality content across all platforms and establish meaningful and engaging content delivery methods, including third-party platforms, such as Apple News
- Work closely with all staff to develop a pipeline for increasing loyal readership
- Design and lead community listening sessions and develop strategies for creating content that resonates with Mississippi communities
- Develop strategies for web push alerts to grow audience
- Lead engagement efforts to reach communities throughout New Orleans and develop and execute strategies and processes to establish and foster relationships with community ambassadors

Site Enhancements and Web Management:

- Ensure optimal site performance by troubleshooting and resolving technical issues, administering regular site updates and creating the best user experience through our CMS (WordPress) and theme (Newspack)

SEO:

- Make sure the site is optimized and staff continues to prioritize search engine optimization
- Train staff on SEO best practices

Branding:

- Strategically develop products, such as guides and directories, that make *News Organization* the go-to source for news and information
- Create strategies to deliver cohesive and consistent branding messages for the organization
- Lead staff in creating designs and marketing plans for projects, events and products to promote the brand and mission
- Work closely with reporters and editors to enhance the presentation of stories and editorial content and make sure brand is represented on all platforms



Content and Product Creation:

- Lead product development and content creation, such as data visualizations, photo galleries and engagement reporting initiatives to enhance our coverage and promote the work of our newsroom
- Create a strategy for curating and delivering content that is SEO-driven and audience-first
- Encourage the use of engagement reporting using engagement tools and practices
- Work with staff to create and administer reader surveys
- Develop a feedback loop strategy to help foster engagement
- Develop strategies to use texting line as a way to fully engage with our audience and reach mobile readers

Story Presentation:

- Train and assist reporters, editors and audience team on how to present stories using multimedia and design elements to present stories using best practices
- Create workflows for increasing on-page reader engagement and recirculation to improve reader loyalty

Newsletters:

- Create a suite of newsletters and strategy for content curation and distribution
- Look at metrics to inform design and delivery
- Work with audience team to create new newsletter products, such as newsletter courses, to increase subscriber engagement
- Develop strategies for testing calls-to-action to increase newsletter signups to grow list and increase loyal readers

Social Media:

- Develop strong social strategies to deliver content and grow *News Organization's* social audience
- Work collaboratively with staff and use insights to discuss strategies for growing followers and sharing content

Events:

- Work with staff across departments to design and promote live and virtual events to help build trust and loyalty among readers



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Membership:

- Help create and implement strategies for pushing readers through the audience funnel and convert them to members
- Work to diversify *News Organization's* membership program

How to Apply:

We're committed to building an inclusive newsroom that represents the people and communities we serve. We especially encourage members of traditionally underrepresented communities to apply for this position, including women, people of color, LGBTQ people and people who are differently abled. Please send resume, contact info and links or attachments to relevant work product to apply@email.org.