

Engagement Job Description

Example 1

Are you an avid news consumer who loves to build strong engagement across social platforms? If you would enjoy listening to community conversations, discovering insights, informing Californians and representing the unique value of our reporting through compelling visual elements and intriguing messages, you might be the next Engagement Manager at *News Organization*.

In seven years, the *News Organization* has become the largest newsroom covering California policy and politics. We're a nonprofit, nonpartisan organization, giving our coverage at no cost to more than 250 media outlets. Over one million people visit our website each month and 150,000 subscribers receive our newsletter every weekday morning.

We're looking for an Engagement Manager who will create and program informative assets and implement creative ideas that engage audiences. You'll work to build and deepen engagement with communities across leading social platforms to increase our reach and impact. You'll work closely with our reporters and editors to develop engagement plans for our biggest, most important stories and projects in order to reach more people, build community within our audience, and lead people toward membership. You'll report to the Membership Manager, who will support you as you apply your valuable skills to expand our reach and impact, and have a strong direct connection to the newsroom.

Great Qualities for This Role:

- Experience in programming and managing posts on social media and messaging platforms.
- Passion for championing the role journalism plays in informing the public, leading more people to subscribe to news products, participate in events and ultimately become members.
- Ability to thrive in a fast-paced, collaborative environment.
- At least three years of managing social media engagement.
- Experience and/or education in journalism or related fields is preferred.
- Graphic design skills and experience with Adobe Photoshop and Adobe Premiere Pro are preferred.



Responsibilities:

- Use social media platforms to discover, listen to and engage with communities most interested in civic issues.
- Produce visual assets and write unique copy for multiple platforms.
- Lead the day-to-day scheduling, programming, and management of messaging using in-house and third-party tools.
- Cover and help manage live events with assets that inform and engage in real-time.
- Work with reporters and editors to plan engagement strategies for upcoming work.
- Manage social media and live chats with engaging original assets, copy and participation tactics to engage audiences in real-time.
- Collaborate with membership, marketing, and product team colleagues to convert social users into subscribers and donors.
- Develop custom engagement strategies for key initiatives and priorities.
- Analyze metrics and apply the data to develop strategies to make our engagement plans more effective in reaching our goals.
- You'll be welcome to work from anywhere in the state with regular visits to our headquarters in Sacramento

Compensation and Benefits

The base salary for this position is \$60,000 per year; higher compensation may be available for someone with advanced skills and/or experience.

News Organization offers a complete benefits package with medical, dental and vision insurance (we cover 90% of the cost for employees and 70% for dependents) from a range of HMO and PPO providers. We'll match contributions of up to 4% of your salary to our 401(k) program, provide life insurance at no cost, and give you an allowance for personal use of your cell phone and a budget for professional development opportunities like classes and conferences.

We are an expanding and collaborative newsroom, successfully forging a new model for sustainable, intelligent, nonprofit journalism. We're committed to reflecting the people of the state we serve and especially encourage members of underrepresented communities to apply. If you're interested, please provide a resume, a cover letter that outlines how you would approach the job, and links to at least six online samples of your work.



Example 2

We're looking for an Audience Engagement Editor who will be part of an organization-wide effort to increase the reach and impact of our journalism, with a focus on reaching readers online through email and social media.

This is a new position that is part of a larger, organization-wide commitment to producing journalism and building an audience that are representative of the diverse communities that make up today's progressive social movements. We're particularly interested in candidates with experience and ideas that will help us diversify our audiences culturally and geographically, and increase our reach among younger readers (45 years and under).

Responsibilities

- Be involved in the editorial process from start to finish: attend idea generation meetings, plan campaigns to support major editorial packages, and execute those ideas to reach our audience
- Manage the strategy, creation and scheduling of email newsletters
- Manage the strategy, creation and scheduling of social media content
- Conduct outreach to other journalists and organizations to increase visibility for stories
- Participate in headline writing and optimizing stories for search engines
- Collaborate with other team members to identify and reach new audiences
- Stay abreast of best practices and innovations for email, social media and online content, and help integrate these into the publication's workflow

This position reports to the Executive Editor, but will work collaboratively with the publishing team on occasional projects as well

Requirements

- The ideal candidate will have a strong understanding of internet culture and communities, as well as how to write in a clear, engaging way for the internet. A journalism background is a plus but is not required. We encourage candidates who might not have all the experience listed to apply; for this role we value attitude, willingness to learn, commitment and flexibility. Additional requirements include:
- 2–3 years at a digital news organization, advocacy organization, or similar experience on electoral or issue campaigns



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- An understanding of internet culture and communities, as well as how to write in a clear, engaging way
- A desire to work collaboratively on projects and teach others what you know
- Strong interpersonal skills and ease working within teams remotely or on-site
- A journalism background is a plus but is not required
- Additional skills or knowledge that would be valuable in this position include:
 - Experience or familiarity with best practices for email marketing
 - Experience or familiarity with social media ad platforms
 - Knowledge of search engine optimization, particularly for breaking news
 - Ability to use data to inform decision-making
 - Experience building diverse media audiences
 - Active on social media and embedded in internet culture

Salary and Benefits

- Annual salary is \$50,000 to \$55,000, based on experience, with a scheduled 5% raise in April of 2023.
- This is a full-time, 40-hour a week position with generous benefits, including:
 - 100% paid medical, dental and vision insurance, including full coverage for partners and dependents
 - 100% paid short-term and long-term disability insurance, as well as life insurance
 - Employer matched (3%) SIMPLE IRA plan
 - 16 paid holidays and 20 days paid vacation
 - 15 weeks paid parental leave

News Organization a News Guild union workplace, and this is a union position. Our offices are located in Chicago, Illinois, (just off the Western Blue Line) but we are currently working remotely due to the Covid-19 pandemic. We are open to this being a full-time remote position through March of 2023 and possibly longer.

The job is based in Chicago, in our spacious office right off the Western Blue Line, though we are temporarily working remote due to Covid-19.

News Organization is committed to diversity and encourages members of underrepresented communities to apply, including women, LGBTQ people, people of color and people with disabilities.

How to Apply



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To apply, send a cover letter explaining why you are interested in the position, along with your CV and clips, to jobs@email.com with the subject “Audience Engagement Editor”. This position will remain open until it is filled. No phone calls.

News Organization is an equal opportunity employer. People of all classes, races, ethnicities, gender identities and abilities that are underrepresented in media are strongly encouraged to apply.

Interviews will be conducted on a rolling basis, and we’re hoping to fill this position as soon as possible. If you’re interested, we encourage you to apply as soon as possible.

Example 3

News Organization, a dynamic nonprofit, is looking for a Social Media and Engagement Editor to aggregate and distribute investigative tips, tools and resources over its outreach platforms. Duties include aggregating, writing, and posting daily on the organization’s Twitter, Facebook, Instagram, and LinkedIn accounts, assisting in the copy and production of English newsletters, and expanding the online reach of *News Organization* to journalism and related communities. This is a full-time position. The successful candidate will work closely with the *News Organization’s* Deputy Director and Program Manager.

News Organization is an association of 235 organizations in 89 countries dedicated to spreading and advancing investigative journalism around the world. This is a unique chance to be at the center of the global hub servicing the world’s investigative journalists at a time of unprecedented opportunities and challenges.

Applicants must have a solid understanding of investigative and data journalism. Experience and skill with social media are a must. *News Organization* is a distributed nonprofit, and this is a remote position: the successful candidate can be based anywhere with a strong broadband connection.

News Organization is staffed by an extraordinary multicultural team based in 21 countries. You’ll work in a collaborative network that is having an impact every day on the front lines of journalism.

Responsibilities and Duties:

- Aggregating and writing social media items, and distributing on social media (Facebook, Twitter, Instagram, and LinkedIn) the best available content on



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tools, methods, data sets, opportunities, and innovative practices in investigative and data journalism;

- Promoting *News Organization's* stories, resources, and events to relevant journalism and related organizations;
- Growing the audience of *News Organization's* social media platforms, compiling and reviewing reach and usage metrics to further inform social media and engagement strategies;
- Assisting in the copy and production of English newsletters;
- As time allows, assist with other *News Organization* tasks such as conference preparation.

Requirements:

- Applicants should have at least one year of demonstrated work in social media in a newsroom or journalism-related organization;
- Excellent English writing and editing skills;
- Strong organizational skills and a detail-oriented personality;
- The ability to work remotely and comfortably in a global, virtual, highly diverse cross-cultural team;
- Self-motivated with good communication skills;
- Ability to multitask and meet multiple deadlines.
- Knowledge of WordPress, Mailchimp, and Canva is a plus;
- Understanding of investigative and data journalism.

Location: Flexible. *News Organization* is a virtual nonprofit. You'll need good, dependable broadband.

Salary: Estimated US\$3,000 to US\$5,000 per month, depending on location, cost of living, and experience.

Note: *News Organization* is a strong believer in diversity and welcomes applicants regardless of race, color, creed, religion, gender, sexual orientation, national origin, ancestry, citizenship status, or disability.

Rolling interviews. Position open until filled, with an estimated deadline of July 21, 2022.