

AUDIENCE ENGAGEMENT MANAGER

The Nevada Independent seeks an experienced audience development and social media expert with a journalism background to help us better identify and understand our readers, attract new readers, and improve and deepen our engagement with both. Our overarching aim is to increase the number of Nevadans who know about our work, develop new readers into loyal supporters and increase our recurring membership revenue. The person in this position will serve as a digital content leader, reporting to the managing editor with a dual report to the editor-in-chief and close ties to the newsroom.

RESPONSIBILITIES

- Develop a strategic vision and branding consistency for audience engagement and growth across all digital and social media channels in support of our broader business and journalistic goals.
- Launch surveys and studies of our audience, develop analytics reports and define goals to help us understand and expand our readership, help our journalism have even greater impact and meet our goals for membership.
- Attract and acquire new audiences and deepen engagement with them—including on our website, on social media platforms, in our newsletters, by email and on third-party channels.
- Work closely with the newsroom to ensure maximum visibility for our journalism. Collaborate with newsroom editors and reporters to analyze what content reached which audiences, and establish best practices for audience cultivation and engagement.
- Post stories and op-eds on social media at least 2x each day, consistent with visual standards.
- Track analytics on newsletter subscribers, website visitors and social media audiences, and develop strategies for increasing them; work with the newsroom's digital team to maximize search engine optimization including improving headline writing; drive A/B testing and experimentation in collaboration with the team.
- In close partnership with the editors and the newsroom, assemble our daily newsletter and also work to develop new products including new newsletters or news-centric graphics.
- Responsible for communicating with the photographers, making sure photos are assigned for stories, making sure stock photos aren't overused and ensuring the look and feel of stories is visually engaging.
- Help track real-time and overall traffic patterns, using various analytics tools.

QUALIFICATIONS

Candidates should have 2-5 years' experience in generating audience analytics and developing key audience growth strategies with a proven track record of expanding audiences. A background in journalism is strongly preferred. Expertise in mining Google Analytics and/or other digital tools for audience insights is required. Qualified candidates will be skilled in as many of the following areas as possible: copywriting and editing; digital marketing; social media posting, pre-scheduling and analytics; search engine optimization; user experience best practices; and basic graphic design. Bilingual (Spanish) is a plus.

COMPENSATION

Compensation is commensurate with experience and salary history. *The Nevada Independent* provides full health care benefits, a generous PTO package and a 401(k) plan + match.

Send resumes to editors@thenvindy.com
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