



Example of Audience Development Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of audience development manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for audience development manager

- Understand organic and paid traffic drivers
- Design before-after analyses and run A/B tests to understand what works
- Develop and distribute reporting to communicate learnings from the past and opportunities going forward
- Help the team execute new digital product launches
- Define quality, tone, and service standards by channel, ensuring a native experience wherever our audience interacts with us
- Establish the ideal mix of native vs
- Work closely with Editorial to guide them toward the content our audience wants across all channels
- Build and manage the team responsible for audience health
- Stay ahead of the curve with emerging platforms and get our new property in on the ground floor of any breaking opportunities
- Own our new property's email and turn it into a best-in-class offering

Qualifications for audience development manager

- Knowledge of YouTube a plus
- Work with Product to optimize the website as a content discovery machine
- Define a robust site and social partnership strategy

- Provide in-depth analyses on site features, recommendations and reporting to the Product team on A/B testing, and data-based recommendations to help improve reader engagement onsite
- Good knowledge of the publishing industry, particularly publishers, agents and trade bodies