



Example of Audience Development Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of audience development manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for audience development manager

- Provide strategic analysis and recommendations by tracking and reporting metrics
- Manages the daily reporting of metrics for all content consumed in order for team to strategize growth opportunities
- Align with content creation team and brand marketing to provide daily reporting such as viewer sentiment and discussion in the digital ether, using tools through our proprietary social research tools
- Assists executive team (VP and EVP) to define best practices to identify actionable takeaways from analytics
- Provides and analyzes regular reporting based on audience size and engagement metrics to measure growth and inform ongoing strategy shifts
- Directly supervises Social Media Producers in order to effectively create social content for different audiences and platforms to gain the most reach and growth
- Work closely with digital audience analytics team to understand site engagement and performance
- Produce daily social content, writing copy and collecting assets for Facebook, Pinterest, Instagram, Twitter, Snapchat, Tumblr
- Responsible for building industry specific, high-level executive prospect lists for NYTLive conferences

Qualifications for audience development manager

- Experience working in digital entertainment businesses the ability to network with senior industry leaders
- Understanding of web analytics and audience metrics, with at least 2-3 years of working experience
- Technical or product experience a plus
- A solid understanding of social platforms both established and emerging
- The ability to multi-task and think on your feet, to be able to find the opportunities that other people have missed
- Financial modeling experience is a bonus