



Example of Audience Development Manager Job Description

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Our growing company is looking for an 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

- Create and schedule posts for all social media platforms (Facebook, Twitter, Instagram, Pinterest, Tumblr)
- Track ROI on all campaigns using various analytics tools, such as Google Analytics, ChartBeat
- Stay ahead of the curve on industry and social media trends and opportunities and represent the company internally and externally on key industry committees and at key industry events
- Identify and engage key industry influencers for each industry and conference audience
- Build a strong following for NYTLive along with industry communities, keeping them engaged throughout the entire year
- Analyze social media engagement for reports to the sponsorship team
- Develop and manage Apps for each event
- Collaborate with stakeholders across analytics, social, community, editorial, marketing and product to prioritize initiatives to maximize ROI
- Coordinate and execute data-driven audience growth plans across all content distribution platforms
- Work closely with analytics lead on audience development initiatives and optimize them according to business goals

Qualifications for audience development manager

- Knowledge of and ability to use all state of the art social tracking software from Sharablee to Synthesio to Brandwatch
- Ability to think strategically and act quickly on new audience development opportunities
- Detailed oriented and must have exceptional project management skills
- Exceptional communication & presentation skills (oral, written & visual)
- Manage daily operations of content distribution to our publisher & platform partners including MSN, Yahoo, Facebook, Google
- Develop strategies that will help optimize our content for partners & platforms alongside our editorial team