



Example of Audience Development Manager Job Description

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Our company is growing rapidly and is hiring for an audience development manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for audience development manager

- Working closely with editors to meet delivery deadlines
- Brainstorm new and creative audience growth strategies for the brand
- Optimize morganstanley.com content for search engines and manage SEO Campaigns
- Conduct competitive analysis and market research
- The Manager, Audience Development & Editorial Analytics is responsible executing audience development plans based on the detailed understanding of the online news and information landscape and the habits and preferences of CNN Digital's target audience segments
- Work across Product, Editorial, and Social to create and implement quick turn-around acquisition campaigns, define and track goals to analyze their performance and provide recommendations to fine-tune campaign performance
- Create and drive paid advertising campaigns on social platforms (FB ads, Twitter, Pinterest, Snap, etc), retargeting campaigns, native advertising, Google adwords
- Defines strategy for and oversees ongoing management of talent marketing, social media, creative services and industry relations
- Builds and executes a robust promotional distribution of original content on YouTube, Facebook, Instagram and other social media channels
- Partners with content marketing leads to ensure tactical alignment within omni-channel marketing campaigns

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- Familiar with HTML, Facebook Instant Articles, Google AMP
 - Fluent in Excel, PowerPoint, Keynote, Outlook
 - 3+ years in digital and/or email marketing
 - Experience managing a budget and associated KPIs
 - Passion to grow a new product, ideally with experience launching a successful startup product
 - App Store Optimization (ASO)