Our company is growing rapidly and is looking to fill the role of audience development manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for audience development manager

- Work with the analytics team to develop and disseminate daily, weekly, monthly and quarterly traffic reporting
- Deliver key insights on digital performance, translating large amounts of information into action-oriented site enhancements and product updates
- Work with sales planning and editorial to ensure sales impression guarantees are met
- Work with General Manager, product team, and editorial to create and implement a plan that supports growth and editorial goals, increases adoption of new products and drives long-term unique visitor growth
- Train digital teams to understand and produce their own reporting
- Report on traffic wins and losses, keeping editorial focused on content that works
- Work with product and development teams to monitor and track analytics for any updates to the sites
- Generate creative solutions to drive more visitors through social media, newsletters, natural search and paid traffic acquisition
- Grow newsletter list size, suggest content and subject line best practices for newsletters, maintain newsletter sweeps, and maintain list hygiene best practices
- Manage partner traffic growth opportunities, such as newsletter link exchanges, social link exchanges, and syndicated content partnerships

- Hands-on experience with social publishing and analysis platforms, such as Facebook Insights, Sprinklr, Spredfast, Sprout
- Graduate with at least 3 years of experience in Product Marketing or Business Development with keen interest in the online content space
- Strong project management skills is a must
- Candidates with strong data analytics knowledge and experience in content marketing will be a bonus
- Assist with various nonpaid audience acquisition projects (Recirculation, SEO, partnerships)
- Must be a driven and curious self-starter who can identify areas for improvement