



## **Audience Growth Director**

### **WHO WE ARE**

The San Antonio Report is a nonprofit, nonpartisan digital news organization. Because we are member-supported, our quality, in-depth journalism is available at no cost to everyone in the city and beyond; we don't have a paywall that restricts our content. We publish without fear or favor and without any obligation to outside owners or interests. We cover all that is best about the city: its personalities, neighborhoods, businesses, culture, cuisine, arts and entertainment. We tackle its problems and challenges, too, and spotlight innovative solutions, many to be found in other cities competing for the next generation of talented workers and their families. The San Antonio Report began in 2012 as the Rivard Report, a blog created by a husband-and-wife team that has grown into a thriving online news enterprise with a staff of 22 talented, passionate journalists and nonprofit professionals. Our work, which includes a year-round calendar of civic engagement events, is all about San Antonio and the surrounding communities.

### **POSITION SUMMARY**

The San Antonio Report is seeking an audience growth director with a proven track record that will develop audience strategies at all levels of the marketing and conversion funnel for the San Antonio Report and execute strategies for audience growth for the website, social media, newsletters, email, and year-around civic engagement events. In collaboration with the editorial and business teams, the director will guide attraction, retention, diversification, and converting readers and institutions to paid membership. The director also will be responsible for establishing and reporting on KPIs that strengthen audience loyalty and market reach. This position will report directly to the publisher / CEO and will work closely with the editing team and chief operating officer.

We are looking for a candidate that is creative, innovative and strategic and also possesses strong quantitative abilities. If your skills and interests align with the audience growth director position as described, but your professional experiences don't exactly match up with the stated requirements, please apply and explain how your professional experiences and skills will make you successful in implementing creative and data driven strategies to grow and diversify the San Antonio Report's audience. We welcome applicants with nontraditional career paths.

### **POSITION RESPONSIBILITIES:**

Lead the San Antonio Report, with the most appropriate technologies and analysis, to effectively attract, diversify, retain, understand, and grow reader audiences as the first step to a successful "funnel" strategy to build sustainable earned revenue for the publication.



- **Communicate and Collaborate.** Use all tools to educate, inform, and collaborate with editorial and business members on how metrics and technology can guide and drive the publication to the desired audience metrics and business outcomes.
- **Editorial Strategies.** Work closely with editors to create an editorial plan to maximize readership, ensure familiarity with trending topics, SEO friendly headlines and attractive story packages that contribute to internal and external KPIs for all San Antonio Report touchpoints.
  - **Trend Analysis and Implementation:** Conduct research, analyze, and communicate trends, story, and topic ideas to editors; and to full staff on a weekly/monthly basis.
  - **Audience Growth/Diversity:** Executing and communicating best practices for discoverability; search engine optimization, content distribution via social media, finding new readers for existing newsletter products and helping identify opportunities for new ones, and paid marketing for introducing our brand and products to new audiences.
  - **Social Media Strategy:** Establish and execute a strategy that aligns with organizational goals in executing organic and paid marketing of content, products (website, apps, newsletters), fundraisers, and organizational announcements.
- **Membership and Revenue Strategies:** With the COO and membership & audience engagement manager, participate in the brainstorming and execution of strategies related to membership campaigns. Assist in brainstorming and executing strategies to support the growth of event audience as it pertains to funnel growth.
- **Marketing and Audience Technology Stack:** In coordination with business and editorial leadership, vet technology resources as they relate to audience growth and distribution. Including testing new technology and platforms that will help the publication stay relevant on emerging platforms, achieve organizational goals faster and reduce cost.
- **Measure Success.** In partnership with the leadership team, establish, monitor and continually evaluate publication's goals and KPIs defining desired audience metrics and business outcomes. The director is responsible for leading regular traffic meetings to report progress and to discuss strategic adjustments.
- **Leadership/Best Practice Awareness:** Staying abreast of changes and trends within the news industry regarding techniques, concepts, social media, products, or models that the Report might adopt.
- **Brand Marketing & Partnerships:** Advising team members on the costs/benefits of content and resource sharing based on the impact on the audience and dissemination of our brand.



### **SKILL/EXPERIENCE REQUIREMENTS:**

- At least 3 years of audience development and/or distribution experience in digital/editorial publishing;
- Experience building an engaged audience through newsletters, social media distribution platforms, and events;
- Experience using Google Analytics, Parse.ly, Facebook Insights, and similar tools;
- Has practical knowledge of membership revenue models and experience with audience development and engagement through events;
- Thorough understanding of audience behavior, engagement strategies, and best practices
- Well versed in SEO and email newsletter strategy;
- Proven people management skills;
- Understanding of nonprofit media is a plus;
- Enjoys working in teams and has excellent interpersonal skills;
- Has no difficulty providing constructive feedback to editorial or management teams;
- Comfortable adapting to changes in the evolving industry and thrives under pressure;
- Self-motivated, competitive spirit and assertive personality with the ability to balance multiple competing projects and priorities;
- Schedule flexibility (nights, weekends);
- Spanish fluency is a plus;
- Some travel might be required for industry-related conferences and initiatives.

### **EDUCATION REQUIREMENTS:**

- Bachelor's degree in journalism or related field preferred.

This is a full-time, exempt position that reports to the CEO / Publisher and is based in San Antonio, TX.

Salary range for this position is competitive and commensurate with experience and skill set. Some of the benefits employees enjoy are 20 days of personal time off, nine paid holidays, health benefits, a 401(k) plan, and paid parental leave.

We're committed to building an inclusive newsroom that represents the people and communities we serve. We especially encourage members of traditionally underrepresented communities to apply.



**Application details:** To apply for this position, please submit a cover letter, résumé and list of three references to [apply@sareport.org](mailto:apply@sareport.org) and include "Audience Growth Director" in the email subject line.