



Job Description & Specifications

JOB TITLE: Audience Growth and Brand Manager
EXEMPT: Yes
REPORTS TO: Chief Operating Officer, Voice of San Diego

SUMMARY: The Audience Growth and Brand Manager is the champion for Voice of San Diego's investigative journalism and the products that deliver it and ensures the consistency of the Voice brand and visual identity. This colleague is responsible for brand awareness and readership, listener and follower growth throughout the community and within the digital space, including social media, website traffic and lead generation.

The Audience Growth and Brand Manager creates and leads integrated campaigns that drive measurable and thoughtful growth of Voice's audience throughout the county. Responsibilities include collaborating with Voice colleagues and leadership to develop and execute marketing tools, technologies and tactics that promote Voice products and services in support of its mission.

ABOUT VOICE OF SAN DIEGO: Launched in 2005, Voice of San Diego was the first digital nonprofit news organization to serve a local community. Its founders, longtime columnist and editor Neil Morgan and entrepreneur Buzz Woolley, felt the region desperately needed more investigative reporting and journalistic competition. Our mission is to consistently deliver ground-breaking investigative journalism for the San Diego region. To increase civic participation by giving residents the knowledge and in-depth analysis necessary to become advocates for good government and social progress.

Voice made a name nationally with its investigative reports and by creating a new business model for supporting that kind of journalism. Hundreds of other nonprofit news organizations from across the country have since adopted this approach. It's based on civic engagement and opportunities for San Diego residents to discuss and debate the issues that impact their quality of life. As a 501(c)(3) nonprofit organization, we are fully funded by individual members, major charitable gifts, foundations and community partnerships.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Develop innovative marketing campaigns to drive lead generation through optimized web content, social media, email campaigns, SEO, Google ads, and other strategies.

- Manage social media campaigns and presence on social networking sites.
- Lead efforts to understand audience needs and interests. Conduct regular audience analysis, including subscribers, website visitors, members, and those who unsubscribe.
- Develop and maintain audience profiles, creating identities and strategies to reach and convert those audiences.
- Develop and execute annual marketing budget and plan. Allocate resources and implement campaigns, including digital advertising, social media campaigns (paid and unpaid), and traditional advertising and promotion. Measure and report on results regularly.
- Safeguard the Voice brand. Manage brand image and use in all materials.
- Create all marketing and promotional messages across Voice. Ensure a cohesive look and feel across all channels and communications, including email campaigns and fundraising campaigns.
- Use Google Analytics and other tools to analyze performance, inform marketing strategies, and drive results.
- Collaborate with multimedia journalist to develop and disseminate content, including videos, photographs, stories, and podcasts.
- Collaborate with the digital manager on SEO to maximize reach and discoverability of Voice content.
- Manage third-party graphic designers.
- Regularly brief staff and board about audience research findings.
- Follow all company and department policies and procedures.
- Develop and maintain productive, informative and respectful relationships that support the achievement of Voice of San Diego's mission statement.
- Perform other essential duties and responsibilities as assigned.

SUPERVISORY RESPONSIBILITIES: None.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements following this paragraph are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

- Proven experience designing and implementing successful marketing strategies, particularly in the digital arena.
- Experience using web analytics tools, like Google Analytics.
- Experience working in a nonprofit or a media organization preferred
- A Bachelor's degree in communications, business administration, or a related/equivalent degree or comparable experience is required.

COMPETENCIES:

- Judgment – Display willingness to make decisions. Exhibit sound and accurate judgment. Support and explain reasoning for judgment.
- Professionalism – Approach others with respect and tact; react well under pressure; follow through on commitments. Demonstrates initiative and persistence.
- Attention to detail--Possess extreme attention to detail and have strong organizational skills.
- Dependability – Follow instructions, respond to management direction; take responsibility for own actions; keep commitments; commit to long hours of work when necessary to reach goals.
- Initiative – Look for and take advantage of opportunities.
- Organizational support – Follow policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values.
- Relationship skills -- Strong "people skills" to interact with members, vendors, etc.

LANGUAGE SKILLS:

Must have a strong command of spelling, grammar and punctuation and the ability to read and interpret all kinds of documents and correspondence.

Ability to effectively present information and respond to questions from groups or individuals required. Must be able to communicate with individuals who have differing educational backgrounds and cultural norms.

Spanish or other languages a plus.

COMPUTER SKILLS: Typing ability on a computer is essential. A good command of MS Office applications, keyboarding, email applications and other computer skills required.

MATHEMATICAL SKILLS: Basic mathematical skills such as the ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

PHYSICAL DEMANDS: The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, talk or hear. The employee is frequently required to use hands to type on a computer keyboard as well as finger, handle, or feel objects, tools, or controls; reach with hands and arms; sit; climb or balance; stoop, kneel, crouch, or crawl; bend, lift and climb stairs while carrying supplies or equipment. Specific vision abilities required by

this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

The employee frequently sits for long periods of time at a desk in an office. The employee may be required to stand for over an hour and observe meetings, people and events. The employee may be required to lift and/or move up to 10 pounds and occasionally lift and/or move up to 20 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and physical demands of the role.

WORK ENVIRONMENT: The work environment characteristics described herein are representative of those the employee encounters while performing the essential functions of this job. Employee is occasionally exposed to fumes or airborne particles. The noise level in the work environment is usually moderate.

AT-WILL: The individual hired in this role will be at-will and will be subject to termination by the employee or the Company, with or without cause, with or without notice, and at any time.

AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT

The Company will provide reasonable accommodations (such as a qualified sign language interpreter or other personal assistance) with the application process upon your request as required to comply with applicable laws. If you have a disability and require assistance in this application process, please contact Julianne Markow at 619-550-5673.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

The Company is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender or gender identity, national origin, disability status, protected veteran status or any other characteristic protected by state or federal law.

TO APPLY:

Submit a resume and cover letter to VOSD_HR@voiceofsandiego.org.

Thank you.