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Data Analytics & Membership Specialist

Location: Remote: Anywhere in Canada

Hours: Full time (based on 35 hrs/week equivalent), weekday hours.

Duration: Internship position, anticipated end-date: March 31, 2021. Note: This position is with **Digital Skills for Youth Program**, funded by the Government of Canada

Start date: November 16, 2020.

Application deadline: October 31, 2020.

rabble.ca is seeking to fill the new position of **Data Analytics & Membership Specialist** on our team.

rabble.ca is Canada's original online independent progressive media source. Publishing online-only since 2001, *rabble.ca* is a daily national publication that focuses on news and opinion from Canada's grassroots social movements and labour movement.

Our content is not hidden behind a paywall, and our revenue model relies upon converting readers into paying monthly members. The Data Analytics & Membership Specialist will play a crucial role in attracting new audiences, deepening our engagement with them and growing our monthly membership program.

We are seeking an accomplished digital strategist with a vision for how to expand our readership and membership.

The **Data Analytics & Membership Specialist** will work closely with the Publisher, Digital Engagement Editor, and Editor-in-Chief, and report to the Publisher.

In this role, you will:

- Develop and implement a strategic vision for *rabble.ca* audience growth in support of broader revenue and journalistic goals.
- In collaboration with the Publisher, help set and achieve annual membership goals.
- Ensure our database (Keela) is clean and current.
- Develop analytics and define goals to help us understand and expand our readership and increase our journalism's impact.
- Grow our newsletter subscription list.
- Develop and execute digital marketing campaigns.
- Ensure maximum reach for our journalism in the places it can make an impact. Analyze what content has reached which audiences.

Qualifications:

We are looking for someone with a proven track record in CRM management, with specific expertise in email list-building, revenue generation (preferably at a non-profit), and Google Analytics.

Required skills and experience:

- Understanding of journalism membership models.
- Familiar with all the tools of the trade: MailChimp or WhatCounts, CRM, social media platforms (familiarity with Keela an asset).
- Proven proficiency in Google Analytics.
- Proven proficiency in analytics for social media platforms (Twitter, Facebook, Instagram, YouTube).
- Must be detail-oriented and organized, and demonstrate excellent writing and editing skills, including a firm grasp of CP style.
- Ability to work independently.
- Enthusiastic and passionate about building independent progressive media.

Desired skills and experience:

- Experience organizing events
- A background in journalism
- Light HTML and/or Photoshop experience
- Experience in a non-profit environment

Please don't be discouraged from applying if you do not possess the precise combination of all of the skills, attributes, qualifications and experience listed above.

Qualified interns:

- Post-secondary graduates – this is not a requirement for residents of the Yukon, Northwest Territories and Nunavut applying for internships in those territories
- Underemployed (employed below their level of education or work part-time)
- Between 15 and 30 years of age at the start of the internship
- Canadian citizens, permanent residents or persons granted refugee status in Canada*
- Legally allowed to work according to the relevant provincial and Canadian legislation and regulations
- Available to work for at least six months
- Not employees of the hiring employer prior to the start of their internship (does not apply to previous coop students or student interns)

**Refugee protection must be conferred under the Immigration and Refugee Protection Act. Persons awaiting refugee status, as well as those who hold a temporary visitor visa, student visa or work visa, are ineligible to participate in a Youth Employment and Skills Strategy initiative.*

Please send cover letter, resume, references to:

Operations Coordinator, Tania Ehret c/o jobs@rabble.ca noting "Data Analytics & Membership Specialist" in the subject line.

In the spirit of the virtual office, only electronic applications will be accepted.

Please note: we thank all who apply, but only those candidates selected for an interview will be

contacted. No calls please. Interviews for this position will take place on a rolling basis, so don't delay sending in your application.

rabble.ca is committed to equity in its policies and practices, supports diversity in its journalistic and work environments, and ensures that applications for members of underrepresented groups are seriously considered under employment equity. All qualified individuals who would contribute to the further diversification of the *rabble.ca* community are encouraged to apply.

