



NEWS FOR THE REST OF US

Job Posting

Audience Engagement Editor - Summer 2021

Terms : 24 hrs / week contract (hours negotiable)

June-September 30

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

rabble is seeking to fill the position of Audience Engagement Editor. As a non-profit media, rabble's content is by principle not hidden behind a paywall. Our revenue model relies upon converting readers into paying monthly members. The Audience Engagement Editor plays a crucial role in attracting new audiences, deepening our engagement with them, growing our subscription lists and our monthly membership program, and will assume brand voice for this feisty publication.

In this role, you will:

- Attract and acquire new audiences and deepen engagement with them.
- Develop and execute digital marketing campaigns and outreach.
- Develop and execute email outreach and social media strategy, and manage our Facebook, LinkedIn, Twitter and Instagram accounts.
- Follow best practices in newsroom for audience cultivation and engagement, and for content promotion
- Develop and execute email blasts and newsletters
- Act as a point-of-contact for those seeking information via email and social media direct messages.
- Edit our weekly In Cahoots news section
- Support online events

Required skills and experience:

- A proven track record in social media and audience engagement for large audiences
- Experience executing digital promotion campaigns, including on Facebook.
- Must be detail-oriented and organized, and demonstrate excellent writing and copyediting and editing skills
- Graphic design and/or photo editing experience
- Ability to work independently.
- Enthusiastic and passionate about building independent progressive media

Desired skills and experience:

- A background in journalism and experience in CP style
- Experience working with a CRM
- Familiarity with Google Analytics

Terms: Contract, Part-time (24 hours / week, hours negotiable).
Hourly rate \$25/hour

To Apply:

Please send cover letter, resume, references to:

jobs@rabble.ca noting "Audience Engagement Editor" 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.