



Audience Engagement Editor

rabble.ca is an award-winning, national online publication for daily news and analysis – and we believe that perspective matters.

We are seeking an enthusiastic full-time **Audience Engagement Editor** with a vision for how to expand our audience and membership. The ideal candidate for this position believes in the transformative power of journalism for social good. You have solid news judgment and a flair for writing engaging copy. You are resourceful, work independently, but also enjoy being part of a diverse, inter-generational team, and have a capacity for juggling—and delivering on—many projects simultaneously. You get energy from building community using CRM and other tools.

You'll be the lead member of our audience development team and will work collaboratively to understand our audience and challenge our audience growth with measurable tests. You'll look for opportunities to launch new email products that will reach new audiences while honing our existing onboarding and member engagement practices. You'll perform routine list hygiene to keep our newsletter lists clean, effective and deliverable.

Just as important as experience, though, is a positive, problem-solving attitude and an enjoyment of figuring out creative solutions with a great team. We work hard to foster a safe, inclusive workplace where the phrase 'I don't know, but here's how I'm going to figure it out' is music to our ears.

Founded in 2001, *rabble.ca* is a pioneer of progressive, online, non-profit journalism. *rabble.ca'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 the crucial role in attracting new audiences, deepening engagement with them and growing our monthly membership program.

The Audience Editor is part of rabble's leadership team, working closely with the publisher, managing editor, administrative coordinator, and others in the digital engagement team.

In this role, your broad responsibilities will include:

- Implement the strategic vision for rabble.ca's audience growth in support of broader revenue and journalistic goals, and in line with an audience engagement plan.
- Set and achieve quarterly membership goals, using the full set of automations and other tools of our CRM.
- Oversee our digital content promotion strategy, including developing data-driven benchmarks to fulfill annual growth goals.
- Track and manage advertising performance, adapting campaigns and approach as required. Chair regular engagement meetings, assigning and following up on tasks to audience development team members, and regularly reporting on progress during staff meetings.
- Leads prioritization of backlist content for content/product/platform optimization (testing/product/tech) based on audience insights.
- Other duties as required.

An important element of this role also involves newsletter production.

Responsibilities include:

- Craft and send campaign emails during rabble's membership and fundraising drives, in addition to newsletters and email announcements.
- Grow rabble's newsletter subscriber lists through on-site acquisition, digital marketing and partnerships.
- Develop and implement a newsletter optimization strategy by tracking analytics, a/b testing of content, subject lines, time of day, segmentation, CTAs, etc.
- Suggest, research and launch new email products that help rabble meet our editorial mission and increase our loyal readership.
- Collaborate with other team members and act as a resource on how to use email effectively for editorial, marketing, reader and member engagement.
- Other duties as required.

Qualifications

- Expertise using common analytics platforms and methods (including Google Analytics) to assess social media performance, newsletter and reader engagement, and conversions using UTM codes. Highly organized, with project management experience.

- Experience working on complex email lists, creating segments in a CRM database and developing email campaigns.
- Experience building and optimizing welcome series, journeys, email deliverability best practices, and re-engagement flows.
- Experience in general audience development and SEO.
- Sharp writing skills — ability to write in rabble’s voice and style. Basic HTML is not required but a plus (to be able to make tweaks to templates).
- Demonstrated ability to explain data and analytics terms and insights to non-technical colleagues.
- Enthusiasm and passion for building independent progressive media.

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.

Terms: Full time, eight month contract with possibility of renewal.

Location: May be based anywhere in Canada.

Rate: Based on an annual full time salary range of \$50,700 - \$58,500 depending on experience.

Closing date: April 18, 2022

To Apply:

Please send cover letter, resume, references to:
Operations Coordinator, Shirley Marquez c/o jobs@rabble.ca noting "Audience Editor" in the subject line.

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, a living-wage employer, 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.