AUDIENCE ENGAGEMENT SPECIALIST
Job Description

POSITION TITLE: Audience Engagement Specialist
REPORTS TO: Executive Director
CLASSIFICATION: Full-time salaried
SALARY RANGE: $70,000-$85,000 with benefits

San Jose Spotlight is Silicon Valley’s only nonprofit news organization dedicated to independent political and business reporting. We’re seeking an exceptional, mission-driven Audience Engagement Specialist to join our team and make a real impact in the lives of residents in Silicon Valley.

As our Audience Engagement Specialist, you will have the opportunity to shape the future of journalism by growing a network of donors who share our vision. You'll be at the forefront of our marketing and outreach efforts, connecting with our existing audience and reaching new audiences who find value in public service journalism, leveraging your exceptional interpersonal skills to engage them through social media and email campaigns. You'll be part of an organization that believes in the power of journalism that strengthens communities and inspires positive change.

At San Jose Spotlight, we believe in investing in our team members' growth and professional development. You'll have access to a collaborative and supportive work environment, where your ideas and expertise will be valued. And you'll work alongside talented individuals who are passionate about making a difference in our community and building a movement that ignites civic engagement and strengthens our democracy.

Fast Facts
- Established in 2019
- Employees: 11
- Annual budget: $1M
- Headquarters: San Jose, CA

Organizational impact
- 14,000 newsletter subscribers to our daily and weekly newsletters
- Hosted more than 35 sold out events including candidate forums and panels featuring elected officials and stakeholders
• Won 9 national and state awards for our coverage of San Jose, including the national 2020 Publisher of the Year award for Local Independent Online News Publishers

Key Responsibilities:
• Determine information needs of San José Spotlight’s current and future target audiences; work with the editorial team to develop and promote news products that meet those needs; and contribute to revenue generation by connecting San José Spotlight with audiences willing to invest in our work.
• Implement a social media strategy by posting stories, columns, events and campaigns on social media platforms (Twitter, Facebook, Instagram and Nextdoor) in a timely manner. Experiment with new and creative social media campaigns, including designing graphics on Canva, creating reader polls and videos.
• Produce and schedule daily newsletter that is delivered at 6 am each morning 7 days a week. Help San Jose Spotlight launch new newsletter products focusing on topical coverage such as education and homelessness, as well as our weekly podcast.
• Work closely with News Revenue Hub and other consultants on audience engagement strategy. Use Google Analytics and other reader data tools to understand user behavior and help formulate new content and audience development strategies.
• Create Google Ads, Facebook Lead Gen ads and other digital marketing campaigns.
• Create call-to-action campaigns for email acquisitions – on our website, on social media and in newsletters – to grow our subscriber list and bring new readers into the funnel.
• Conduct our annual reader survey and review the data to determine trends and areas of opportunity for growing our audience reach. Engage directly with our readers through a variety of audience engagement and feedback tools, including managing community audience connections such as our community advisory board, business advisory council and reader panel.
• Conduct research and focus groups with stakeholders in neighboring cities to learn important topics and news ideas.
• Work with the editorial staff to produce reports on analytics and guide editorial and social media decisions.
• Work with the development team to create marketing campaigns on our news site and in newsletters to convert readers into donors.

Qualifications, Skills, and Abilities
• At least three years of professional experience
• Background in audience strategy, social media outreach or audience engagement
• Meeting and event planning experience
• Excelling writing skills to attract and engage new readers
• Detail-oriented and highly organized
• Excellent time management skills
• Knowledge of Mailchimp and social media platforms such as Twitter, Facebook, Instagram and Nextdoor
• Knowledge of Canva and other graphic design tools
• Spanish and/or Vietnamese language skills preferred

Compensation and Benefits
• Salary range of $70K-$85K based on experience
• Comprehensive benefits package including health, dental, and vision insurance
• 401K retirement plan
• Flexible Paid Time Off
• Monthly equipment stipend
• Professional development stipend

To Apply
Candidates are strongly encouraged to apply as soon as possible. If interested, please fill out this quick form here: https://bit.ly/478HXOQ.

Working Conditions
Applicants must be able to work independently and take direction from executive staff. Must be able to effectively deal with hard deadlines and quickly changing environments.

San José Spotlight publishes news seven days a week, and this position will be responsible for promoting our stories when they are published; this will occasionally require weekend and evening work, in addition to pre-scheduling social media content. Applicants must be willing to schedule social media posts as early as 8:30 am Sunday-Saturday and on weekday evenings until 6 pm.

San José Spotlight is an Equal Opportunity Employer. The organization values and celebrates diversity and work towards equity. Candidates of all backgrounds and identities are encouraged to apply.