Carolina Public Press seeks an audience development and marketing project manager to work on a part-time contract advancing strategies to attract and engage new audiences interested in nonpartisan, in-depth and investigative reporting in North Carolina. This person will be a member of the organization’s leadership team and report to the executive editor and the development director, while also working closely with the news and partnerships teams in understanding news priorities and projects.

Responsibilities:
- Work with the executive director and development director to implement focused results-driven strategies to grow Carolina Public Press audiences, specifically in subscribers to free current and proposed digital products.
- Work closely with the newsroom to ensure maximum visibility for our journalism, including on social and search, while enhancing understanding of the Carolina Public Press brand.
- Collaborate with the news and community partnerships manager to engage communities in in-person and web-based events.
- Create content and coordinate new and existing email products, including focused email newsletters and campaigns.
- Generate ideas and innovations toward audience growth, with attention to the Carolina Public Press mission and brand.

Qualifications:
Candidates should have 3-5 years of experience in generating audience, including experience with developing and producing email newsletter and marketing campaigns; understanding and analyzing Google Analytics; and managing social media platforms, including targeted paid social boosts. Experience with MailChimp, including campaign development, segmenting and reports, is a requirement. Candidates should be able to think innovatively, meet deadlines without sacrificing quality and details, and work collaboratively. Experience generating revenue for newsrooms is a plus.

Position details:
The audience development and marketing position is a part-time, contractual position, with opportunities for growth. Position does not have to be based at the Carolina Public Press main office in Asheville, NC. Remote work on a flexible schedule available. The ideal candidate would be based in North Carolina, but consideration will be given others meeting qualifications.

To apply:
Submit your application, which includes a cover letter, examples of past work, and references, here. Incomplete applications will not be accepted. The position will remain open until filled; initial interviews begin Jan. 15, 2020.

Questions?
Email us at careers@carolinapublicpress.org.