

## Audience Engagement Manager

ParentMap seeks to hire an experienced and versatile Audience Engagement Manager to evolve the brand's multi-channel audience development playbook. The right candidate is a strong writer, creative thinker and innovative leader whose nuanced understanding of digital media platforms and engagement strategies can be translated into the prioritization and development/delivery of high-quality journalism and digital products that deepen our relationship with ParentMap's audience of Pacific Northwest parents.

**Position reports to:** Director of Content + Audience Engagement

**Job status:** 40 hours per week

**Location:** Greater Seattle area preferred; work-from-home position with occasional in-person meetings in Mercer Island

**To apply:** Email your résumé and cover letter to [editor@parentmap.com](mailto:editor@parentmap.com). Please include "Audience Engagement Manager" in the subject line of your email.

### Key responsibilities

Reporting to the Director of Content + Audience Engagement and working in close collaboration with staff editors and marketing specialists, the Audience Engagement Manager coordinates the delivery of a lively, thoughtful and engaging daily stream of content for dissemination through ParentMap's digital channels. The Audience Engagement Manager will:

- Architect a bold and innovative audience growth and engagement strategy
- Manage and oversee the audience engagement team of marketing specialists and outside contributors to execute the growth/engagement strategy through various channels and engagement campaigns
- Develop and test content relevant to various audience segments to expand ParentMap brand engagement and readership, across all digital channels
- Work with staff editors and with social stringers to define and implement engagement plans to increase reach and impact of content, through

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ParentMap.com and its connected social/email channels, as well as in the community at large

- Employ an analytical framework for researching and benchmarking the ParentMap audience to discover: how best to understand, reach and serve existing audience; identify new audience targets/objectives and content opportunities relevant to them; pivot strategies nimbly based on ROI/performance of campaigns
- Inform and “socialize” the editorial strategy, based on insights derived from website, social and email engagement/analytics; third-party platforms; reader feedback; and other audience and industry insights
- Work with the editors/specialists to maximize search engine optimization, identifying and creating content around key search terms to opportunistically garner additional traffic
- Assist with the identification and diversification of current/new audiences culturally and geographically, increasing ParentMap’s reach and impact among underserved communities in the Puget Sound area and beyond
- Direct/assist with the development of specialized content tailored for social/email consumption contexts
- Follow social media trends, test innovative ideas, explore emerging platforms and implement best practices
- Ensure all content and campaign posts/messaging meet brand and editorial standards; coordinate the contribution of ParentMap staff in social media
- Other duties, responsibilities and activities as assigned

## **Skill requirements**

- Deep knowledge of social media, SEO, website, email and analytics platforms
- Strong editorial judgment and an interest/experience in developing and delivering content to an audience of parents
- Ability to manage short- and long-term projects in a fast-paced environment
- Strong collaborator with excellent written and verbal communication skills

## **Education and experience**

- Bachelor’s degree in journalism, communications or related field, or equivalent experience, required
- Proven track record developing/delivering digital content of high quality; experience creating audio, video and visual content for social is preferred

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- Strong writing and editing/copy-editing skills with keen attention to detail, audience, voice/brand, platform context and conversion opportunity; conversant with AP Style
- Familiarity with user experience, SEO, social media and email marketing trends
- Experience utilizing analytics to drive and inform decision-making and strategy
- At least three years of experience managing social media accounts (preferably for a content/news organization) and at least two years of experience managing a team
- Strong project management experience and organizational skills

## Compensation

The salary range for this position is \$65,000–\$85,000 per year based on qualifications, skills and experience. Employees will receive a vacation grant of two weeks after six months prorated according to hire date. Additional vacation time is granted according to years of employment. Employees will also receive 11 paid holidays over the course of the calendar year as well as Washington state–mandated time off for sick leave and personal obligations.

## About ParentMap

ParentMap is a Pacific Northwest media company providing highly relevant, well-researched and entertaining content to parents through various integrated publishing channels: our award-winning newsmagazine and annual guides; ParentMap.com, Washington’s leading website for parents and caregivers; and our annual series of free virtual parenting events.