

Posting Start Date: August 15, 2023

Posting Completion Date: August 22, 2023

Job Title: Audience Engagement Editor

Hiring Department: Newsroom

Hiring Supervisor: Izaskun Larraneta, Executive Editor

The Day is looking to hire an audience engagement editor who will work with our team of reporters and help us with audience growth. This is a unique opportunity to help play a key role in shaping our social strategy for an ever-increasing digital newsroom.

The successful candidate will be able to demonstrate success in growing newsletters; has a firm command of SEO; best headline writing practices; knows how to analyze data to engage readers; knows how to produce and edit engaging video and audio content; and must love news.

- Create data-driven strategies that produce growth and subscriber loyalty to our website and products.
- Optimize content for social media platforms and execute daily postings across various platforms like Facebook, Twitter and Instagram.
- Works with managers to facilitate community events.
- Track comments and respond to audience as appropriate.
- Maintain proficiency and knowledge in the latest social media technologies and best practices – new tools, algorithm changes and platform enhancements.
- Train the newsroom on SEO, headline writing and how to best reach digital and new audiences.
- Participate in a rotation of weekend posting of news stories.
- Monitor performance of newsletters and help develop newsletter offerings.

Qualifications Required:

- 2+ years of experience on social media/audience engagement
- Bachelor's degree in journalism or related field
- Strong news judgment
- A proven track record of growing audiences
- Experience with real-time analytics
- Must be a self-starter and team player
- A strong understanding of social media best practices
- Understanding of SEO techniques
- Experience working on social media platforms

This job may require night and/or weekend work.

Please send resumes to: b.chance@theday.com.