

Mellon/ACLS
PUBLIC FELLOWS PROGRAM 

Job Title:	Audience Development & Engagement Manager
Organization:	MinnPost
Location:	Minneapolis, MN
Stipend:	\$67,500 with health insurance for the fellow, professional development funds, and relocation allowance
Start Date:	August 1, or September 4, 2018

ORGANIZATION DESCRIPTION

MinnPost is a nonprofit, nonpartisan news publisher that exists to provide high-quality journalism for people who care about Minnesota. Our primary focus is reporting on state-level politics and policy, with emphases on K-12 education, environment, health, social services, economic development, and regional government. We were founded in 2007 to counteract rapid declines in the quality and quantity of public service journalism in Minnesota, particularly at the state level. In the years since, MinnPost has grown into one of the country's most successful nonprofit, nonpartisan, digital-first news organizations. The quality of our work is evident in both the support we've received from the community and the many awards our writers have garnered from local and national journalism organizations. Over the last five years, MinnPost has won 39 local, regional, and national journalism awards, and was twice named one of the best news sites of our size in the nation by the Online News Association. Learn more at www.minnpost.com.

POSITION DESCRIPTION

The Audience Development & Engagement Manager is responsible for defining MinnPost's audience development strategy, overseeing its successful implementation, and leading our efforts to assess the reach and impact of our work. This is a new position for our organization, and the person who fills it will be given wide latitude to determine not only their day-to-day work, but our entire organization's approach to digital audience development. S/he will report to Publisher & CEO Andrew Wallmeyer, and will help set MinnPost's overall business strategy as a member of the Business Leadership Team.

The primary focus of this position will be to grow MinnPost's audience and better engage its users. To do this, s/he will identify areas of opportunity by analyzing both quantitative and qualitative data, develop strategies for improvement informed by a deep understanding of MinnPost readers, drive organizational change by clearly articulating a case for action, and influence our strategy by interpreting the rationale for and results of these efforts to MinnPost executive and board leadership. A secondary focus will be developing an approach to assessing and communicating to a wide range of stakeholder groups the ultimate result of our work in terms that are more closely aligned with our mission than the basic reach/audience measures most media organizations use as proxies for impact.

By the end of this fellowship, the Audience Development & Engagement Manager will have developed expertise in analyzing and optimizing the performance of the primary sources of referral traffic to news and information web sites, including social media, organic search, paid search, and email. S/he will also gain experience distilling complex ideas into actionable insights, and presenting those insights to

This position is *only* available through the Mellon/ACLS Public Fellows program.
You may *not* contact the host institution to inquire about this position.

executive and board leadership. MinnPost will provide training on all the relevant tools we use, and that training will be augmented with mentoring by audience development experts from other organizations and participation in industry conferences and other professional learning opportunities.

Key duties and responsibilities:

Audience development

- Assess MinnPost performance and identify areas of opportunity across our top sources of referral traffic (social media, organic search, paid search, and email newsletters) by analyzing MinnPost.com and email analytics data, benchmarking against other sites, and comparing MinnPost practices to industry best practices as defined by leading academics and practitioners;
- Develop strategies for improvement that reflect both industry best practices and a deep understanding of MinnPost readers and their motivations gained through a combination of quantitative research, qualitative research, and personal interaction; and
- Work in close coordination with members of the MinnPost editorial team to develop and implement actionable strategies to grow our audience and increase our traffic.

Audience and impact tracking

- Develop a systematic process for tracking the reach of MinnPost content through non-MinnPost channels (e.g., social media, republication by other media outlets);
- Develop a systematic approach to assessing the impact of MinnPost's work not in terms of the number of people reached, but rather how it affects those people and their communities, to better measure and communicate the extent to which we fulfill our public service mission; and
- Inform future organizational strategy by communicating the quantitative and qualitative impacts of our audience development efforts to MinnPost executive and board leadership.

Special projects TBD

- Potential projects include developing an ongoing audience research program and/or looking to expand MinnPost's reach via new or expanded content distribution partnerships.

QUALIFICATIONS

- PhD in the humanities or humanistic social sciences;
- Commitment to high-quality, nonpartisan, public-service journalism;
- Passion for applying academic theory and research to real-world questions;
- Strong interest and/or experience in quantitative and qualitative research methods, including data analysis and survey creation;
- Strong analytical skills and aptitude for working with technical systems such as databases and analytics platforms;
- Excellent interpersonal and collaboration skills, and the ability to work both independently and as part of a collegial group;
- Proven ability to plan, manage, and implement projects; and
- Multicultural experience and cross-cultural competency.

APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program:
www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org)
- Application deadline: March 14, 2018, 9 p.m. Eastern Daylight Time

This position is *only* available through the Mellon/ACLS Public Fellows program.
You may *not* contact the host institution to inquire about this position.