



# PUBLIC FELLOWS PROGRAM

<b>Job Title:</b>	Membership Engagement Manager
<b>Organization:</b>	Center for Investigative Reporting
<b>Location:</b>	Emeryville, CA
<b>Stipend:</b>	\$65,000 with health insurance for fellow
<b>Start Date:</b>	August 1, 2016

## ORGANIZATION DESCRIPTION

The Center for Investigative Reporting is the nation's first independent, nonprofit, nonpartisan media organization dedicated to preserving democracy through fact-based investigative journalism. We follow stories wherever they lead and are not beholden to outside interests. CIR's reporting reveals injustice, with a focus on government and corporate accountability, human rights, environmental and human health, veterans affairs, national security, and domestic surveillance. To learn more about CIR, please visit our website: [www.RevealNews.org](http://www.RevealNews.org).

## POSITION DESCRIPTION

The membership engagement manager will be a key member of CIR's engagement and distribution team. This position will lead the development of CIR's membership strategy, program, and activities. This exciting position contributes to an organization at the forefront of nonprofit media and will contribute significantly to CIR's exploration of opportunities for sustainability and engagement.

As a member of CIR's innovative engagement team, s/he will develop and manage CIR's membership program, working closely with staff across the organization. CIR recently launched a new public radio show and podcast with PRX called "Reveal." As a weekly show starting in January 2016, CIR will be revamping and improving its membership program to be more robust and offer engagement opportunities for members. This will include developing marketing messaging and materials and producing events, in collaboration with CIR's director of events. S/he will also play an important role in crafting regular communications with members and prospective members through the Reveal website and social media networks.

The individual in this role, who will report directly to CIR's managing director, will also work with the director of strategic research and the senior manager of engagement to use research and analytical skills to develop models for understanding CIR and Reveal's audience(s), engaging with them meaningfully to catalyze impact, and to assess the effectiveness of distribution and online and offline engagement efforts. Based on insights gleaned from analyzing the behavior, needs, and networks of CIR's digital audiences, the manager will help fortify and grow CIR's online community with the goal of growing revenue and commitment to sustaining CIR.

By the end of the fellowship, the membership engagement manager will have gained skills and experience in project/product management, communications, online distribution, audience engagement and development, and broadcast and Internet analytics. The skills acquired during the fellowship will be valuable for roles in audience and membership development, communications, web analytics, content

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You may *not* contact the host institution to inquire about this position.

development, and digital strategy. These skills can be applied directly in for-profit, nonprofit, and social policy organizations that seek to engage the public in information gathering, social movements, and perceptual and behavioral change. These roles are of growing importance to media organizations that are all looking for ways to diversify and expand potential revenue opportunities and also find new ways for the public to support journalism.

Responsibilities include:

- Analyzing a variety of qualitative and quantitative data to better understand CIR and Reveal's audience;
- Providing insights to contribute to an integrated digital membership content, social media, audio, and communications strategy for growing CIR's audience;
- Synthesizing information into clearly-written reports and recommendations;
- Developing marketing campaign plans for target audiences, informed by analysis, for key initiatives; and
- Developing a membership strategy, program, and activities.

#### **REQUIRED AND PREFERRED QUALIFICATIONS:**

- PhD in the humanities or humanistic social sciences;
- Strong interest and experience in quantitative and qualitative research methods, including survey creation;
- Ability to synthesize extensive research and data into clear written and oral presentations for non-technical/non-academic stakeholders;
- Excellent interpersonal and collaboration skills, and the ability to work independently and as part of a collegial group;
- Flexibility, initiative, and good problem-solving abilities;
- Passion for social media and fact-based, nonpartisan news;
- Multicultural experience and sensitivity to cross-cultural differences; and
- Aptitude for and desire to be trained in database management, web analytics, social media analytics, Drupal7 CMS, and various social media and digital tools.

#### **APPLICATIONS**

- Information on the ACLS Public Fellows Program: [www.acls.org/programs/publicfellows](http://www.acls.org/programs/publicfellows)
- All applications must be submitted through the ACLS Online Fellowship Application System ([ofa.acls.org](http://ofa.acls.org))
- Application deadline: March 24, 2016, 8 pm Eastern Daylight Time

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