



## **Director of Marketing and Audience Development**

YES! has experienced dramatic growth of its audience, particularly online, and is seeking a dynamic team leader to significantly increase revenue and impact. As the leader of our Audience Relations Team of marketing and development experts (ART), the Director of Marketing and Audience Development will help establish and execute a strategy—grounded in the science of key performance indicators and the art of relationship-building—that increases audience loyalty, impact, and revenue from donations, subscriptions, partnerships, and other earned sources. This position will also support our 5-year strategy to dramatically increase our audience.

In addition to a passion for the YES! mission to inspire people to create a just and sustainable world, applicants should have demonstrated success in driving revenue from multiple sources—especially online—and expertise in marketing, analytics, optimization, revenue development / fundraising, and digital business strategy.

### **Responsibilities**

- Hold accountability for key revenue goals, and manage two or more direct reports
- Aggressively increase revenue from individuals (i.e. subscriptions plus donations under \$500/yr) by optimizing all engagement and promotional channels including web, print, email, mobile, and social
- Oversee multiple revenue and engagement campaigns per year with clear goals and metrics, collaborating with other ART members to prioritize activities and craft campaigns
- Master an integrated multi-channel approach to optimize our “touch” strategy for building loyalty with readers and donors, moving them up the ladder of engagement
- Establish and report on key performance indicators (KPIs) for key revenue categories and campaigns
- Establish models to better understand and forecast Lifetime Value, IRR, and other metrics to prioritize acquisition and retention strategies
- Help develop YES!’s evolving long-term digital revenue strategy, including customer segmentation, the launch of new revenue-producing products, and integration of the best digital media and technology innovations
- Help set strategy for and oversee YES!’s organizational and distribution partnerships, including sponsorship of and/or participation in media and movement events, and media collaborations

- Strategize and coordinate audience outreach and engagement campaigns with Editorial department as needed
- Help guide the organization through participation on Coordination (Leadership) Team

## **Requirements**

- 5+ years of experience in a combination of digital media, marketing, fundraising and/or commerce
- 3+ years of driving and meeting revenue goals through optimization of multiple channels (online and offline) and effective promotional campaigns
- Experience developing, benchmarking, and reporting on key performance indicators
- Demonstrated passion for YES!'s social change mission
- Deep understanding emerging and successful digital engagement strategies to drive revenue
- Track record of using solid data--including web analytics and testing--to grow engagement and conversions
- Savvy with a range of software/technology related to mobile tech, nonprofit/fundraising tech, online marketing, social media, database, and collaboration tools
- Strong management skills, easy collaborator and consensus-builder
- Successful leadership of cross-functional teams with measurable results
- Bachelor's degree at minimum, including coursework in marketing, fundraising, business strategy, or equivalent experience

## **Desired**

- MBA
- Non-profit fundraising experience
- Deep understanding of YES!'s hybrid non-profit business model (donations + sales)
- Understanding of the digital media landscape, including business model strategies for online media, and emerging engagement trends
- Ability to think and act as an entrepreneur, helping the organization to move in new and productive directions
- Voracious consumer of digital media, including news, social, and streaming content

## **About YES!**

YES! Media is a nonprofit, independent publisher of solutions journalism. Through rigorous reporting on the positive ways communities are responding to social problems and insightful commentary that sparks constructive discourse, YES! Media inspires people to build a just and

sustainable world. Founded in 1996, it launched the modern “solutions journalism” movement, covering the communities, ideas, and initiatives working to build a better world. YES! is reader-supported, with no paywalls or advertising. It is nonpartisan and is governed by a board of directors made up of journalists, thought leaders, and community activists. It publishes stories daily online and quarterly in a print and digital magazine. In 2017, each issue of YES! Magazine reached more than 150,000 readers, and YesMagazine.org averages nearly half a million unique users each month.

Our workplace is lively, supportive, and collaborative and offers many opportunities to learn and grow professionally. The position is based at the YES! offices on Bainbridge Island (within walking distance of the Seattle ferry) and Seattle, with part-time remote working options.

**Compensation:** This is a full-time position with salary range of \$65K-75K/year, depending on experience. Excellent benefits, including fully paid medical, dental, disability and vision insurance; and generous vacation, holiday, and sick leave.

**How to Apply:** Please send an email with a cover letter and resume in a single pdf attachment, and send to [jobs@yesmagazine.org](mailto:jobs@yesmagazine.org) with "Director of Marketing and Audience Development" in the subject line. No paper applications or phone calls, please. **Application deadline is May 11, 2018.**

We are an equal opportunity, affirmative action employer. YES! does not discriminate in employment on the basis of race, color, sex, religion, age, national origin, disability, military or marital status, sexual orientation, gender identity, genetic information, or political ideology.

**People of color, people with disabilities, and people of diverse sexual orientations are encouraged to apply.**

*April 2018*