



The Tyee is hiring an Audience Development Analyst

If you are an innovator that is passionate about using data to drive positive change, then you may very well be our perfect new team member.

Job overview

The Tyee is seeking an experienced audience development analyst. This is a new role that will project manage the audience development team as we make continuous improvements to how we meet the needs of our readers and grow our paid membership program.

You will work closely with the publisher and audience development team to develop and meet growth targets and provide insights that will drive new editorial and membership product development.

You'll act as the audience development team's scrum master, which means you'll own the audience development process, facilitate daily/weekly scrums and manage project sprints. You'll manage the test backlog and help the team self-organize. To be successful in this role, you'll keep the team relentlessly focused on outcomes and make the work visible.

You should have demonstrated experience and skills using analytics to drive growth, project managing a team, and generating useful and actionable audience data. Just as important, though, is a positive, humble, problem-solving attitude and an enjoyment of figuring out creative solutions with a great team. We often encounter challenges that we don't initially know how to address and we work collaboratively to explore and test possible approaches. We work hard to foster a safe, inclusive workplace where the phrase 'I don't know, but here's how I'm going to figure it out' is music to our ears.

Hours: Full time, 37.5 hours per week

Location: This job can be done remotely, but a familiarity with British Columbia is a plus. We are working from home for the time being but will open our office in downtown Vancouver when health restrictions allow

Salary: \$50,000-\$55,000, depending on experience

Benefits: Employees get three weeks of paid vacation, a paid holiday break, extended health benefits and professional development funds



Responsibilities

- Chairs regular audience development meetings, assigning and following up on tasks to audience development team members
- Leads the audience development team using agile methodology
- Maintains an annual forecast of search, social and email as marketing channels
- Tracks actual performance by week and adjusts tactics/investment as needed
- Project manages and prioritizes SEO and SEM test backlog
- Tracks and implements product/marketing capabilities for unknown to known audience growth and uses data insights to prioritize development backlog (across channels)
- Tracks each owned marketing ad unit onsite in terms of impressions and conversions. Monitors changes in performance to identify fatigue and modifying message, CTA, creative, ad unit, etc.
- Creates data inspired audience segments to determine funnel stage, tracking segment journeys
- Regularly conducts audience research to gain consumer insights to inform product development and understand UX
- Manages/leads prioritization of the backlog for content/product/platform optimization (testing/product/tech) based on audience insights
- Regularly provides audience analytics reports for all staff and board meetings
- Other duties as required

Results and outputs expected of this role

- Audience development team holds regular, effective meetings with clear action items and accountabilities
- Consistently improving performance at all stages of the audience development funnel
- Editorial and membership teams are supplied with timely, valuable data to understand reader needs
- Accelerated growth in newsletter subscriber base
- Accelerated growth in membership program
- Improvements to products are made and tested in a timely fashion

Qualifications

- 2+ years of experience in an analytics/engagement/data/development role in a newsroom or any organization that builds a digital audience
- Familiarity with using social media, newsletters and digital campaigns strategically to engage with readers



- Expertise using common analytics platforms including Google Analytics, social media analytics and others
- Expertise in working with analytics to track conversion using UTM codes
- Project management experience, ideally using agile methodology
- Highly organized, capable of building systems to initiate meetings, assign tasks and track accountability and progress
- Demonstrated ability to explain data and analytics terms and insights to non-technical colleagues
- Demonstrated ability to use a variety of research methodologies including analytics, surveys, focus groups and key informant interviews
- Organized professional with ability to help audience development team prioritize and manage a growing list of tests, projects and opportunities
- Must be legally entitled to work in Canada

How to apply

Send your cover letter and CV to jobs@thetyee.ca with 'audience development analyst' in the subject line. Interviews will begin on April 27, 2021. The position will remain open until it is filled.

In your cover letter, we'd specifically love to hear about why you'd like to work at The Tyee, your approach to project management, and an audience development 'win' you've had.

We recognize the importance of a diverse workforce and encourage applications from Indigenous people, gender non-conforming people, people of colour and people with a disability. If you're creative, hard-working and love independent media, we'd love to meet you.

If you don't meet 100 per cent of the qualifications listed above, we encourage you to apply anyway. Be up front about what skills you'd need to develop so we can talk about how to fill those gaps.

About The Tyee

The Tyee is an independent online newsmagazine based in Vancouver, B.C. We're devoted to fact-driven stories, reporting and analysis that informs and enlivens our democratic conversation. Our reporting has changed laws, started movements and garnered numerous awards.



Since the founding of The Tyee in 2003, our highly-innovative publishing side has continually experimented and led the charge in developing a sustainable business model that supports in-depth, mission-driven journalism. We were an early mover on testing out a membership model for news in Canada, and our successful membership program is our fastest-growing revenue stream, making up 34 per cent of our total revenue in 2020.

We have a goal of being majority reader-funded within a few years and setting The Tyee on a path to long-term sustainability and continued excellence in daily news and feature publishing.

Our team is growing and so is our audience. Come join us.

www.thetyee.ca