



## **The Tyee is hiring a Newsletter Specialist**

If you are an innovative digital strategist who loves independent media, you may very well be our new perfect team member.

### **Job overview**

The Tyee is seeking an experienced newsletter specialist with a proven track record of using email to grow a list of engaged subscribers and drive conversions. This is a new role that will work in our growing audience development team.

Great emails are the core of our audience development strategy. The newsletter specialist will work closely with the editor-in-chief, publisher and audience development team to send excellent editorial newsletters, high-performing member drive campaigns and other audience engagement initiatives.

The newsletter specialist will craft and send The Tyee's three editorial newsletters (daily, weekly and national weekly) and will continually and proactively look for ways to improve these products with a focus on reader engagement. You'll look for opportunities to launch new email products that will reach new audiences. You'll manage and continuously improve our onboarding emails and member engagement emails to make them as effective as possible. You'll perform routine list hygiene to keep our newsletter lists clean, effective and deliverable. You'll be a core member of our audience development team and will work collaboratively to understand our audience and challenge our list growth with measurable tests.

This job is a good fit for someone who has worked in email engagement or product in a newsroom. However, if you don't have experience working in a newsroom, this job could also be a great fit for someone with experience in digital campaigning, ecommerce, fundraising or email marketing. If you have experience with a/b testing subject lines, writing great email copy, testing and learning based on email data analytics and insights, and you know the importance of a call-to-action, this job could be for you.

Just as important as experience, 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

- Compiles, writes display copy and sends The Tyee’s existing three newsletters (daily, weekly, national weekly)
- Optimizes The Tyee’s newsletters to increase reader engagement and habit with these products
- Helps to develop and implement a newsletter strategy by tracking analytics, a/b testing of content, subject lines, time of day, segmentation, CTAs etc.
- Stays on top of newsletter industry trends and can act quickly to adapt them for The Tyee
- Crafts and sends campaign emails during Tyee membership drives
- Tests and tweaks The Tyee’s email welcome series to improve performance
- Segments The Tyee’s email list to ensure personalization of communications
- Monitors The Tyee’s email metrics including open rates, clicks and deliverability
- Proactively seeks improvements in The Tyee’s email products using audience data to make decisions
- Grows The Tyee’s newsletter subscriber lists through on-site acquisition, digital marketing and partnerships
- Suggests, researches and launches new email products that help The Tyee meet our editorial mission and increase our loyal readership
- Participates in audience development meetings
- Collaborates with other team members and acts as a resource on how to use email effectively for editorial, marketing, reader and member engagement



- Develops and executes strategies to meet annual email subscriber growth targets
- Other duties as required

### **Results and outputs expected of this role**

- Accelerated growth of The Tyee's email subscriber base
- Improved open and click-through rates
- Improved conversion of newsletter subscribers to paying members
- New email products launched that reach The Tyee's target readers

### **Qualifications**

- 2+ years of experience working an email list, either for a newsroom, a magazine, a digital-forward non-profit organization, or as an independent writer
- Experience creating and sending email campaigns in an email marketing service provider (we use WhatCounts, but you may have used something like Mailchimp or Campaign Monitor)
- Experience building and optimizing welcome series, journeys, email deliverability best practices, and re-engagement flows
- Familiarity with Google Analytics in analyzing newsletter performance and reader engagement
- Experience in general audience development and SEO
- Experience creating email segments in a CRM database
- Demonstrated skill in strategically building an email list through digital marketing
- Organized professional with ability to help audience development team prioritize and manage a growing list of tests, projects and opportunities
- Sharp writing skills — ability to write in the Tyee house voice and follow a style guide
- Basic HTML is not required but a plus (to be able to make tweaks to templates)
- Must be legally entitled to work in Canada



## **How to apply**

Send your cover letter and CV to [jobs@thetyee.ca](mailto:jobs@thetyee.ca) with 'newsletter specialist' 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 like to hear about why you'd like to work at The Tyee and two newsletters you love and why you love them. If you have any personal internet projects that you're particularly proud of, please mention those as well. If you have links to an effective newsletter or campaign email that you've written, make sure to include those, too.

We recognize the importance of a diverse workforce and encourage applications from Indigenous people, Black people, people of colour, gender non-conforming people 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.

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.