

Marketing and Engagement Manager

Reporting to the chief progress officer, the marketing and engagement manager develops and implements strategies to increase awareness, engagement and revenue.

The Public's Radio is a non-profit public service journalism institution, providing public media news and other programs to Rhode Island and Southeastern Massachusetts.

Primary Responsibilities:

- Develop and implement external marketing & communication strategies to create audience growth, brand awareness and community engagement
- Manage and maintain social media accounts and email communications
- Identify and manage promotional trade relationships with community media partners
- Develop and maintain annual on-air promotions strategies around fundraising initiatives and work closely with team members to ensure timely production and scheduling
- Serve as primary events coordinator, including virtual and in-person, for both engagement and donor cultivation/fundraising
- Serve as staff leader for board marketing and engagement committee volunteers

General Duties

- Work with chief progress officer to develop monthly, annual and long-term engagement and marketing strategies
- Maintain communication with content staff to stay informed on stories in production and understand editorial priorities, etc.
- Work closely with fellow progress department team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as necessary
- Represent station at events as needed
- On-air fundraising as requested
- Other duties as assigned

Knowledge, Skills and Abilities:

- Highly organized self-starter with strong time management skills and excellent attention to detail
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Graphic design skills, with Adobe Illustrator or similar experience.
- Excellent communication skills, both written and verbal, including spelling and grammar.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgement, sense of ethics, integrity and accountability.
- Flexibility and positivity; ability to adapt in a changing environment
- Passion for and knowledge of public media and its mission
- Sense of humor and dedication to professionalism

Additional Requirements:

- Bachelor's degree with three or more years relevant experience or an equivalent combination of education and experience sufficient to successfully perform the primary responsibilities of the job
- Strong analytical skills
- Availability for occasional evening and weekend hours

Work Environment

To perform this job successfully, the individual must be self-motivated and organized. Currently, this is a remote position. A laptop and phone will be provided.

Qualified, interested candidates should send a cover letter, resume and three professional references to careers@thepublicsradio.org with the subject line, "Marketing and Engagement Manager." Please include how you learned of the position.

The Public's Radio is an EEO provider and committed to fostering diversity in the workplace. No phone calls, please. Position open until filled. Full-time, exempt position with benefits.