



UNDERScore

## AUDIENCE ENGAGEMENT MANAGER

[Underscore.news](#), a journalism nonprofit based in Portland, Oregon, seeks a creative, detail-oriented part-time Audience Engagement Manager (AEM) to build and maintain Underscore's relationship with its audience. **A strong candidate for this position is a skilled writer who understands the intersection of journalism and social media and has a proven ability to grow audiences online.**

Funded through grants, sponsorships and individual donations, Underscore's work adheres to journalism ethics and principles to serve underreported communities in Oregon and the region. **Our intention is to increase this 20-hour per week limited contract position to full-time staff as the workload increases in 2022. The successful candidate will play a strong and even determinative role in that expansion.**

### Who We Are

[Underscore.news](#) is a digital-first nonprofit reporting team based in Portland, Oregon. We produce original and independent news coverage with a 4-person core staff. We collaborate with other media, carry out joint projects and disseminate our work widely. Underscore's coverage—in-depth with a specialty of Indigenous communities—focuses on amplifying issues in underreported communities. Currently, we are [partnering with Indian Country Today](#) to increase coverage of Indigenous communities in Oregon and the Pacific Northwest.

Underscore is serious about further diversifying our newsroom, Board and how our reporting is conducted. Every member of Underscore is involved in making sure our workplace is inclusive and welcoming. We publish and share our work broadly to increase visibility for Indigenous communities and develop reporting projects that produce multiple stories for publication, often with a partner media organization. Underscore is funded by grants and individual donations.

## Position Overview

Time commitment:

20 hours/week limited contract for 4 months (November 2021-February 2022) with potential to grow to full-time staff position.

Starting rate of pay: \$25-30/hour

## Primary Responsibilities

- **Communication Strategy:** Work closely with the Operations Director to design an audience engagement plan with corresponding content calendar, audience segment criteria and process workflows to encourage public conversation around Underscore's work and increase reader-to-donor conversions.
- **Email Marketing:** Using MailChimp, create and publish a regular email newsletter to promote Underscore's work, a welcome email series to engage new subscribers and other emails as needed.
- **Social Media:** Manage Underscore's social media accounts (Facebook, Twitter, Instagram, LinkedIn) to encourage online conversation centered around stories published by Underscore.
- **Content Creation:** Create original written and visual content to promote the brand and support fundraising efforts.
- **Branding and Voice:** Work closely with the Executive Director, Managing Editor, and contracted designers to develop a unique voice for the Underscore brand, create graphic assets and expand upon Underscore's branding guidelines.
- **Website:** Write copy for website pages and give strategic input for the overall design and usability of Underscore's website.
- **Story Publishing:** Work closely with the Managing Editor to ensure headlines, story layouts and social media copy follow best practices for SEO and audience engagement.
- **Aggregation:** Identify relevant work from other newsrooms to include in Underscore's newsletter and work closely with the Managing Editor and Executive Director to develop guidelines for doing so.

## Qualifications

- Excellent writing and editing skills

- An understanding of the intersection of journalism and social media
- Proven ability to grow audiences online
- Experience managing social media accounts on Facebook, Twitter and Instagram
- Familiarity with SEO strategy and user experience best practices
- Ability to stay up-to-date on social media and marketing trends
- Excellent organizational skills
- Excellent interpersonal skills to build internal and external relationships
- Reliable, efficient, detail-oriented
- Experience in marketing, journalism or relevant field
- An eye for design

**Other skills - desired but not required**

- Strong relationships with local tribal communities
- Working knowledge of photography or graphic design
- Familiarity with MailChimp and content management systems
- Experience with Google Analytics

**Work Environment**

In light of COVID, this position will be mostly remote, however there will be opportunities to connect with the Underscore team in-person at our Portland, OR office. Internet access is required. Because we are a small shop, a sense of humor is a plus.

If you are interested, please send a resume and cover letter detailing your interest and relevant experience to [jobs@underscore.news](mailto:jobs@underscore.news). We will begin reviewing applications on October 22, 2021, however we will continue to accept applications until the position is filled.