



SOCIAL MEDIA & COMMUNITY ENGAGEMENT MANAGER, Detroit, MI

This position is for a Social/Community Engagement Manager for New Michigan Media (NMM) newspapers. New Michigan Media is the collaboration of the largest ethnic/minority newspapers in Michigan. The newspapers are all based in or near Detroit, MI, and include The Arab-American News, The Latino Press, The Jewish News, The MI Korean Weekly and The MI Chronicle, with a combined weekly circulation of over 120,000 readers. NMM is also part of the Detroit Journalism Cooperative (DJC), a partnership with five regional and statewide media outlets (The Center for Michigan's Bridge Magazine, Detroit Public Television, Michigan Radio, and WDET). Funded by the John S. and James L. Knight Foundation, The Ford Foundation, and the Corporation for Public Broadcasting, the DJC has been reporting about and creating community engagement opportunities relevant to Detroit's bankruptcy, recovery and restructuring. This position also involves responsibilities for working with the DJC project in coordinating story placement and engagement efforts.

The Social/Community Engagement Manager is responsible for driving the development and implementation of multi-touch digital strategies across various channels to achieve reader engagement, expand social visibility, increase web traffic and grow active dialog around NMM newspapers, and their larger communities. This role includes responsibility for multiple digital channels including web, mobile, email, search engine optimization, and social media, and the training of NMM personnel to more effectively manage the social media infrastructure of their newspapers.

In collaboration with NMM newspaper staffs, and using social media-based strategies, the Social/Community Engagement manager will design, develop and implement a community engagement program integrated into the newspapers' reporting and editorial workflow, which will:

- Cultivate, expand and diversify NMM's audience, and meaningfully involve that audience in the journalistic workflow, from story selection through reporting and circulation.
- Deepen relationships between NMM and key stakeholder communities to increase public understanding of, and conversation around complex issues.
- Lay the groundwork for a sustainable social media engagement apparatus capable of continuing after the employment term is complete.

RESPONSIBILITIES INCLUDE

SOCIAL MEDIA

- Create and share online content including text, HTML, images and video.
- Optimize, and monitor multiple digital channels as part of the overall multi-channel marketing strategy of NMM.
- Grow and retain an active follower base across key social media channels including Facebook, Twitter, Instagram, and LinkedIn.

- Program posts for social media channels (Facebook, Twitter, Instagram, Snapchat, etc.). This includes selecting which stories to share, writing the share text, choosing a visual element, and scheduling what time the post should publish.
- Make decisions on which social media platform is best for each kind of story, as well as frame and translate stories differently depending on the platform.

TRAINING

- Coach reporters how to use social media to find sources and report.
- Coach reporters and editors how to share stories on social media.
- Coach staff on use and value of analytics.
- Train NMM newspaper staff to be eventually self-sufficient in maintaining social media efforts.

DATA

- Establish performance metrics and reporting for each channel.
- Utilize digital intelligence and analytics to report digital channel performance and assess expansion and improvement opportunities.
- Write regular reports on analytics.

EDITORIAL

- Collaborate with editorial staff on regular and special coverage to maximize reader engagement.
- Monitor and moderate online dialogue, develop additional opportunities for reader engagement.
- Pitch story ideas based on audience interest, trending topics.
- Represent NMM's community interests in collaborative projects.

QUALIFICATIONS

- MA or BA degree in Journalism, Marketing, Communications, or related field preferred.
- Newsroom and/or digital marketing experience utilizing multiple channels.
- Experience using social monitoring tools for assessing social traffic including volume trends, qualitative assessment and hot spots.
- Excellent project management, process management, and time management skills.
- Excellent written and verbal communications skills.
- Experience with Word Press and computer technology required.
- Ability to work well with others and train staff.
- Ability to accommodate a flexible schedule.

EMPLOYMENT

- This is a 2-year, full-time, grant-funded position based in Detroit, MI. NMM offers competitive compensation packages with benefits.
- This position reports to the Executive Director of New Michigan Media, and will require travel in the Detroit area.
- Employment start date is August 1, 2017.

TO APPLY

Send your cover letter, resume and salary requirements to:

Hayg Oshagan, NMM Executive Director, at oshagan@gmail.com

Review of applications will begin June 12, 2017.

www.cfsem.org/NMM-Position