

Director of Audience Growth

Reports To
President & CEO



Job Overview

The Director of Audience Growth will lead station-wide efforts to grow, diversify, and deepen engagement with WAMC's audiences across broadcast, digital, and new platforms. This role blends strategic leadership with hands-on experimentation, using data, audience insights, and platform expertise to expand WAMC's reach while advancing our public service mission. This position ensures that audience growth strategies are integrated, sustainable, and aligned with WAMC's editorial values.

Responsibilities and Duties

Strategy & Leadership

- Develop and lead a comprehensive distribution and audience growth strategy across broadcast, web, mobile, social, podcasts, newsletters, streaming, and emerging platforms.
- Identify new opportunities to reach underserved and younger audiences while strengthening relationships with existing listeners and users.
- Serve as a thought partner to senior leadership on audience trends, platform shifts, and growth opportunities in public media.

Digital & Platform Growth

- Oversee audience development across major platforms (e.g., social media, YouTube, podcast apps, streaming services, newsletters, and search).
- Experiment with new formats, distribution channels, and platform-native storytelling.
- Partner with editorial teams to optimize content for discoverability, engagement, and impact without compromising journalistic integrity.

Data, Insights & Measurement

- Establish and track KPIs related to audience growth, engagement, and retention.
- Translate analytics and audience research into actionable insights for content and marketing teams.
- Build a culture of testing, learning, and continuous improvement using data-informed decision-making.

Collaboration & Integration

- Collaborate with Membership and Development teams to align audience growth with donor and sustainer pathways.
- Work with On The Road and Development teams on campaigns, launches, and community engagement initiatives.
- Partner with Digital Media teams to improve user experience and platform performance.

Team Management

- Develop an audience growth team, including digital editors, social strategists, or audience analysts as applicable.
- Foster an inclusive, collaborative, and innovative team culture.

Required Qualifications

- 3–5 years of experience in audience development, digital strategy, or growth roles in media, journalism, or mission-driven organizations.
- Deep understanding of broadcast and digital platforms, audience behaviors, and content distribution ecosystems.
- Demonstrated success growing audiences across multiple platforms using data and experimentation.
- Experience working with analytics tools (e.g., Google Analytics, Chartbeat, social insights, podcast analytics).
- Strong leadership, communication, and cross-functional collaboration skills.

Preferred

- Experience in public media, nonprofit media, or journalism organizations.
- Familiarity with membership, fundraising, or audience-to-donor funnels.
- Knowledge of SEO, newsletters, and emerging platforms (e.g., short-form video, audio-first platforms).

Salary range: \$60,000 - \$75,000 annually.