



AUDIENCE REVENUE MANAGER JOB DESCRIPTION



APPLICATION DETAILS

[The application](#) opens November 10th and is due by midnight on December 6th. The application asks for your resume, 2 references, and a handful of mostly yes-or-no questions.

POSITION MISSION + SUMMARY

MISSION: To drive revenue for Grey Matter Media and Matter News by helping grow our audience donor base.

Do you have an entrepreneurial spirit and project management skills? Are you passionate about nonprofit news holding the powerful accountable? You might be the ideal candidate if you answered yes and can thrive in a startup environment. You will learn from and be supported by news revenue experts, our staff, board, and volunteers to design and implement the framework necessary to take our audience revenue generation efforts to the next level, so that we can be a more sustainable nonprofit organization and news source for Columbus.

WHAT'S IN IT FOR YOU

- A flexible work environment/schedule, job autonomy and paid time off 30% of the year.
- The opportunity to significantly shape a startup nonprofit community news organization.
- Learn from and be coached by leading news revenue experts at [News Revenue Hub](#) and [Local Independent Online News \(LION\) Publishers](#), who will help you develop your news revenue knowledge and skills, as well as support you in the first two years of your role.
- Work with a diverse team of over 20 people grounded in the community to fulfill our mission to empower people to be informed community members through innovative, investigative journalism covering the most pressing issues affecting central Ohio.

ELIGIBILITY *Read about our hiring priorities and values [here](#).*

- Must reside in central Ohio at least half of the year (we care about hiring local!)
- Must be willing to learn and use these tools: Slack, Airtable, Google Drive, Mailchimp, Asana or Monday.com, Google Analytics, and Salesforce.
- There are no minimum education/experience requirements, other than you should have played a leadership or integral role in at least 2 projects or campaigns.
- You don't have to have direct development or journalism experience if you bring transferable skills, an interest in fundraising, and a passion for our mission.
- We aim to make our team and board reflect the demographics of the Columbus community as closely as possible. You may not check all these boxes or you may hold important skills we haven't listed; don't hesitate to apply and tell us about yourself and how you'd make a difference in this role. We strongly encourage members of those communities to apply, including Black, Indigenous and people of color, LGBTQIA2S+ people, women, people with disabilities, and low-income folks.

JOB DETAILS

Start Date: Monday, January 10, 2022

- Application opens November 10th
- Finalists notified and invited to interview by November 25th
- Interviews held November 29 - December 15
- Finalist notified by December 20th

Salary: \$54,000

Benefits: Health insurance, dental insurance, vision care (75% covered by us)

Location: Remote in Columbus, Ohio

Hours: Full-time, 40 hours, approximately 5 days per week, flexible schedule

Time Off: 30% of work days each year are paid time off (79 total working days)

OVERVIEW OF ORGANIZATION AND WORK ENVIRONMENT

Matter News is the digital publication of Grey Matter Media (GMM), a startup nonprofit news organization based in and dedicated to Columbus and founded in 2018 by three millennial Columbus women. Our mission is to empower people to be informed community members through innovative, investigative journalism covering the most pressing issues affecting locals. We believe crucial information about our community should be easy to access, so our content is free of charge, investigative, explanatory, and multimedia.

We've gotten praise from residents and city officials about our contextualized and nuanced development coverage. Since 2020, we've also been digging into local policing, including livestreams and articles that have spurred internal investigations into brutality and a lack of accountability within Columbus Division of Police. We invite you to check out [our about video](#), [meet our team](#), and view our content at matternews.org.

You will be supervised by and work very closely with cofounder and managing director [Cassie Young](#), who leads GMM's fundraising, overall financial and administrative operations, board administration, and audience development efforts. Cassie is very invested in your success and has been working hard to create workflows for all facets of our operation to create a smooth onboarding to GMM and your role. Cassie will be there to support you as needed, but is also a hands-off kind of supervisor when appropriate. You will also have the support of our diverse board of 15, plus other volunteers.

This position is mostly funded through a [Revenue Generation Fellowship](#) provided by LION Publishers and Facebook. You'll get training and coaching from news revenue generation experts from LION and News Revenue Hub, so you don't have to know it all, you just have to be willing to learn, operationalize, manage, and execute. You will have a surplus of expertise to draw upon, plus the people we work with at both organizations are fantastically helpful! Note: This position is guaranteed funding for 1.5 years. The goal of the fellowship support is to ensure your success in generating enough revenue to sustain your position permanently.

DELIVERABLES

Do the following:

- Manage committee of staff and volunteers
- Research and develop a plan
- Execute tasks you can't delegate
- Make plan, lessons learned into a workflow for the future

For the following:

- Year-round audience development
- Year-round fundraising
- Summer fundraising campaign
- Winter fundraising campaign

RESPONSIBILITIES

- Project Management
- Research and Development
- Execution
- Relationships / Networking
- Communication and Meetings
- Documentation and Reporting
- Learning

ROLE-BASED COMPETENCIES + SKILLS

Required

- Creative, strategic, coachable, focused, and proactive with an entrepreneurial mindset.
- Can handle ambiguity that comes with a startup and new position with humility.
- Organized team player with project management skills: organize, communicate plans, develop strategies, document workflows, track action items, and utilize feedback.
- Experience playing an integral (ideally leadership/management) role in at least 2 campaigns or projects.
- A relationship builder with demonstrated success in activating relationships.

Desired

**the ideal candidate possesses at least one of these, but it is not absolutely required.*

- Experienced in revenue generation, including building, managing, and executing a fundraising campaign.
- Experienced in audience development research and/or product design.
- Experience in marketing or engagement efforts.

CULTURE-BASED COMPETENCIES

These are culture-based competencies that everyone at our organization is held accountable for.

- Passionate about engaging and serving the community: Community engagement is an integral part of our company culture and civic engagement is at the core of our mission.
- Accessibility + inclusivity-minded: Accessibility and inclusivity are vital to our news product, internal operations, and community engagement.
- A steward of ethical organization + journalism: We are very intent on doing our part to evolve the way organizations are run and news products are made.
- Innovative and technologically savvy: We are constantly looking to innovate the way we do things through technology, communication, and other strategies.