

## **Engagement Manager Primary Responsibilities:**

### **Updated August 2026**

#### **Position Overview**

The Engagement Manager helps grow Bucket List Community News's audience and strengthen its connection with the Denver community through social media, digital content, fundraising campaigns, and community engagement. This role works closely with the publisher, business development team, and editorial team to promote Bucket List's reporting and mission while maintaining a consistent brand voice across platforms. The Engagement Manager also supports the creation and design of social media content, newsletters, website assets, and other promotional materials.

#### **Key Responsibilities:**

- Be familiar with the ins and outs of Bucket List Community News's unique brand, voice, style, and mission
- Be the voice of the business, steering it towards growth, championing community journalism, and nurturing aspiring journalists and journalism entrepreneurs
  - Mentoring social media manager and business engagement interns
- Stay up to date with each new semester's editorial team; stay in contact with editorial team as needed to communicate about social media, fundraisers, and deadlines
- Attend 4pm Monday engagement team meetings and come prepared with a game plan for the week
  - Update business development team on past week's work
  - Pitch content ideas and growth strategies
- Monitor social media accounts: Instagram, Facebook, Twitter/X, Nextdoor and Threads throughout the week and respond to DM's as needed, delete any spam comments
  - Monitor social media analytics
- Familiarize yourself with best SEO practices, including relevant keywords, hashtags, etc
- Identify posts to boost and create ad campaigns w/ oversight from publisher and business development manager
- Familiarize yourself with WordPress to update and switch out website graphics, banners, and other visual assets as needed
- Assist with newsletter setup and design, including formatting content, organizing sections, updating graphics, and maintaining a consistent Bucket List brand and visual style
- Work proficiently with Canva and make graphics for social media
  - Three big fundraising events a year– create graphics and work with business development manager and publisher on fundraising push
  - Create fundraising assets: countdowns, website banners, progress bars, fundraising CTAs
  - Create fundraising content strategies and come up with innovative ways to fundraise
  - Create other graphics for Denver events, social media posts, newsletters, website banners, and anything else needed for Bucket List
    - Opportunities to help with website design, Bucket List branding assets, presentations, and other assets for Denver news events
  - Occasionally create reels and videos in Canva
- Keep up to date with Denver news
- Meet deadlines

**Additional Responsibilities:**

- Presentation about social media to new interns every semester
- Flexibility and availability during the week & weekend to help publisher with additional social media posts, side projects and/or to give input on campaigns, newsletters, and other matters concerning the business
- Attend events whenever possible and be a brand ambassador
- Curate unique content about Denver happenings on social media when possible

**Hours and Pay:**

This is a for credit internship the first semester then a paid apprenticeship after that. This is a part-time position with relatively flexible hours; expect to work between a minimum of 20 hours and a maximum of 30 hours a month. The pay is \$20 an hour with an additional flat-rate compensation of \$200 for any published podcasts or stories if you do those as well. You must be available on Monday evenings from 4pm-5pm and Thursday evenings to prepare the posts for the following week. It is helpful to have a flexible schedule throughout the week as well to help with side projects and to dedicate time to reading, making graphics and monitoring socials. This is a remote position. It is an independent contractor position and you will be on a W-9 and submit invoices with a log of your hours to receive payment.

**Qualifications:**

- Live in the Denver Metro area and stay up to date on Denver news
- Proficient writing and grammar skills
- Detail oriented and organized
  - Able to meet hard deadlines
- Proficient communication, networking & people skills
- Proficient social media skills & understanding of SEO
- Familiar with Canva
- Familiar with Meta Business Suite, Instagram, Facebook, LinkedIn, Threads & X
- Familiar with Google Drive & WordPress
- Must own a computer, smart phone, & have access to reliable internet & transportation