

Financial Executives International and the Financial Education & Research Foundation is looking for a talented full-time Manager of Audience Development to develop and expand a new subscription platform focused on the financial management and reporting community.

The Manager of Audience Development should have a background on knowledge of paid subscription audience growth (preferably in a financial or BtoB setting) and at two to three years' experience developing readership on various platforms.

The Manager of Audience Development will work closely with the Director of Content and collaborate with the Director of Business Development, Vice President of Content Strategy and Chief Operating Officer.

This is a remote working opportunity.

RESPONSIBILITIES

- Envisioning, executing, and evaluating various strategies to grow or create audiences, with a focus on audience development and revenue.
- Working with our Director of Content to translate FEI's audience goals into defined metrics of success.
- Work closely with leadership to determine and meet growth and subscription-driven KPIs and ensure that they align with editorial and revenue strategy.
- Advocate for subscribers on all new product offerings, platform changes and editorial quality.
- Help develop strategies for group subscription growth and lead outreach efforts/execution for group subscriptions at an enterprise level.
- Identify new growth opportunities and best practices based on emerging digital trends, competitive intelligence, and BtoB insight.
- Work with external and internal stakeholders on continuous platform improvements.
- Partner with the Director of Content to be the face of a new product focused on editorial quality.

QUALIFICATIONS

- A minimum of two to three years' experience developing audience for a BtoB, paid subscription service or comparable organization.
- Advanced understanding of audience analytics in a subscription environment, with an emphasis on conversion.
- Understanding of analytics tools, social media trends, user experience and SEO practices in a paid subscription environment.
- Strong writing and editing skills, with keen attention to detail.
- Ability to manage both urgent, short-term projects and complex, longer-term projects.

Those interested should send their resumes to positions@financialexecutives.org