

Mellon/ACLS 
PUBLIC FELLOWS PROGRAM

Job Title:	Audience Development Project Manager
Organization:	Twin Cities PBS
Location:	St. Paul, MN
Start Date:	September 1, 2020

ORGANIZATION DESCRIPTION

Founded in 1957, Twin Cities PBS (TPT) is one of the most innovative public media organizations in the country. Driven by the mission to *enrich lives and strengthen our community through the power of media*, TPT is a prolific producer of original local and national content for broadcast and online media. TPT operates five broadcast channels and four online platforms that reach more than 2.3 million people every month, plus millions more through original documentaries and series for national broadcast and online audiences. In recent years, TPT has expanded its multiplatform content production, especially in the areas of arts, history and public affairs, and has significantly grown its efforts to activate that content through in-person community engagement. Learn more at <https://www.tpt.org/>

POSITION DESCRIPTION

As a central member of TPT's Marketing and Communications Department, the Audience Development Project Manager will help TPT develop and deepen relationships with key audiences in our community. The work of this new position will be centered around three key broad objectives: *growing* our audiences, *learning* about our audiences, and *engaging* with our audiences. The focal point of the work is TPT's content - both local and national - in the areas of arts, culture, history and public affairs. Throughout the fellowship, the Audience Development Project Manager will have a leadership role in a variety of projects, coordinating work across multiple departments and functions. The Project Manager will learn about the inner workings of a media organization, including marketing communications and various fundraising approaches of non-profits. This position will report to the Director, Integrated Marketing and Communications.

Key duties and responsibilities:

- Develop, manage and execute communication campaigns aimed at growing TPT's audiences, expanding awareness of TPT's work among audiences, and increasing audience engagement.
- Lead research on current and potential audiences, with the goal of expanding TPT's knowledge about who they are, what they are interested in and how TPT can better serve them.
- Collaborate with Marketing, Membership and Digital Content team members to develop and implement measures of audience engagement.
- Develop promotional content for and leverage key communication vehicles, platforms and tactics – including TPT and PBS websites, social media, email marketing, TPT's print publications, events, public relations, and television broadcast channels.
- Collaborate across multiple areas and functions within TPT, including Marketing, Communications, Fundraising, Programming, and our content creation teams to develop communication strategies designed for multiple constituencies. Examples include blog posts, promotional visuals and video, email, surveys, social media engagement campaigns, paid media strategies, public relations, and events.

Visit <http://www.acls.org/programs/publicfellowcomp> to learn more about the Mellon/ACLS Public Fellows program. This position is only available through this program; please do not contact the host organization directly.

QUALIFICATIONS

Required

- Ph.D. in humanities or humanistic social sciences
- Proven ability to plan, manage and implement projects
- Excellent writing and communications skills
- Experience in gathering and analyzing data, and applying the learnings strategically
- Strong ability and desire to work collaboratively, but also willing and able to take individual initiative
- Strong interest in public media and storytelling

Preferred

- Experience with digital and digital marketing tools and platforms, including Google Analytics, email tools, social media platforms and social media management tools, and content management systems.
- Experience leading project management, including knowledge of best practices in planning, organization and implementation

STIPEND AND BENEFITS

Each 2020 Mellon/ACLS Public Fellow receives an annual stipend of \$70,000, as well as access to employer-based health insurance through the host organization. In addition, ACLS provides funds for relocation and professional development. Fellows receive professional mentoring and participate in career development programming, both in-person and virtually.

APPLICATIONS

- All applications must be submitted through the ACLS online application system (ofa.acls.org)
- Application deadline: March 18, 2020, 9 p.m. Eastern Daylight Time