

WEHCO MEDIA

Director of Marketing Technology

WEHCO Media is seeking a leader to develop, deploy and manage all marketing technology its digital subscription business. WEHCO considers this role to be essential to its mission of delivering quality local journalism to the markets we serve.

As the company's Director of Marketing Technology, you will help lead WEHCO's critical growth strategy to increase digital subscriptions and overall revenue from consumers.

This position reports to the President of Digital Media at WEHCO.

Key Responsibilities:

- Build and improve the overall technical capabilities of WEHCO in digital subscription growth and retention.
- Working across companies, create and manage customer journeys for current and potential subscribers.
- Lead and work with a cross departmental team across markets to execute the strategies and tactics for audience and subscriber growth.
- Work closely with all levels of management at newspapers divisions throughout the company. Collaboration and positive results are needed.
- Closely measure and regularly report the effectiveness of all digital acquisition and retention initiatives to company and newspaper leadership.
- Negotiate favorable contracts with key vendors and business partners.
- Consistently learn from and hone team member skills in acquisition and retention.
- Share vision of digital subscription growth and success throughout WEHCO and the industry at large.

Requirements

- Must have proven leadership record. The ability to work throughout a diverse and talented multi-level organization to achieve results is required.
- Must be a team builder who can work with, and help recruit and retain top talent for key positions related to our digital subscriber initiative
- Must have a proven track record of results in driving digital subscriptions, membership, e-commerce or other consumer revenue
- Must be results-oriented, focused on driving KPIs, analyzing data and research
- Must have big-picture strategy view and roll-up-your-sleeves operational excellence

- Must have a test-and-learn mindset, skilled at interpreting data to inform and articulate broader strategy
- Must be entrepreneurial and innovative, eager to discover new tools, tactics, and information that will help drive performance
- Must be collegial and collaborative; a relationship builder, able to work with a variety of teams and subject matter experts
- Must be an excellent communicator, confident in your knowledge with the ability to explain results, trends, and strategies in a variety of formats, from writing to building presentations to presenting in meetings

Please send resume to: bdaniels@wehco.com

WEHCO MEDIA, INC. IS AN EQUAL OPPORTUNITY EMPLOYER.