

Engagement editor

Reports to: Managing editor

Location: Wyoming (Lander, Laramie, Casper, Jackson or Cheyenne preferred, other locations considered)

WyoFile is returning the facts to Wyoming's civic life with community-supported, non-partisan, public-interest journalism. To make that happen, we're looking for an engagement editor to champion an audience-first organizational culture and lead initiatives that grow readership, strengthen brand awareness, integrate digital-publishing best practices and bolster connections between the newsroom and the communities we serve. This is a chance to enjoy job security, fair compensation and sustainable work-life balance in print journalism while working to advance the profession as part of a cutting-edge innovative team. The right candidate will leave their mark on WyoFile, Wyoming and American democracy.

Fast Facts:

Established: 2008

Employees: 13 and growing

Growth: Since 2017 staff more than tripled, membership nearly quadrupled, audience octupled and revenue nearly tripled

Circulation: 17K+ subscribers and more than 50 state and regional publications rely on WyoFile reporting. Nearly 2.6 million website visitors so far in 2023.

What you'll do:

- Help with the development of new and existing WyoFile news products, including but not limited to the website, mobile app, newsletters, podcasts and regular features.
- Analyze reader behavior and preferences — including external trends and developments — and apply what you learn to improve WyoFile's offerings.
- Track the performance and impact of WyoFile's work in cyberspace and beyond. Communicate that information to stakeholders, including reporters, editors, executive leadership and the WyoFile board.
- Adapt WyoFile reporting to disparate platforms including email newsletter, social media and legacy print outlets, manage its distribution and moderate the resulting dialogue.
- Disseminate WyoFile content via a diverse array of channels for maximum effect — including our website, republication partner websites, social media, mobile app, paid and organic search, news aggregators, etc.
- Coach and collaborate with reporters, columnists and other editors through all stages of story development to help keep the reader central to our reporting.
- Connect WyoFile with community partners, stakeholder groups and other constituencies via events, dialog, presentations, listening sessions, surveys and other outreach efforts.
- Field reader correspondence.
- Generate and pitch story ideas.
- Contribute to the evolution and execution of WyoFile's editorial vision.

What you'll need to succeed:

- Creativity and follow-through. You are an idea engine and a task master. You dream up out-of-the-box solutions and have a demonstrated history of implementing them.
- Fluency in the fundamentals of online behavior and enough tech savvy to quickly master a dynamic array of web tools and services.
- Ability to juggle multiple projects at the same time. This role works with many different platforms and stakeholders that need to be prioritized in different ways.
- Great customer service instincts. You tend to put yourself in the other person's shoes and are able to see an organization and its behavior from an outside perspective.
- Exceptional attention to detail. You sweat the small stuff, be it a repetitive task, the fine-points of a message or the punch-list of a product launch, while never losing track of the timeline and deadlines.
- Goal orientation, intrinsic motivation, assertiveness and work ethic. Enthusiasm for tackling ambitious, complex initiatives in an entrepreneurial work environment
- Uncompromising news judgment.
- Team-orientation and an appreciation for collaboration and peer leadership.
- Unimpeachable personal integrity, reliable sense of fairness and dogged commitment to the Society of Professional Journalist code of ethics.
- Passion for the role of civic news organizations in American society.

We're especially interested in candidates who:

- Appreciate and are personally grounded in the unique cultures of Wyoming.
- Are knowledgeable of the nuances of Wyoming political and civic life.
- Bring new perspectives and a diversity of experience to the team.

We're committed to building an inclusive newsroom that represents and reflects the people and communities we seek to serve. We especially encourage members of traditionally underrepresented communities to apply, including women, people of color, members of the LGBTQ+ community and people who are differently abled.

The details:

Start date: ASAP

Starting salary range: \$67K – \$72K depending on experience

Benefits: WyoFile offers unlimited paid time off, health, dental and vision insurance, a simple IRA with employer match, mental health services, flexible work environment and other benefits.

To apply please send a resume and cover letter to Josh Wolfson at jobs@wyofile.com.