



## **About Bitch Media**

**Bitch is more than a media outlet—we're a world-changing, movement-making, uncompromising, and diverse community.** The majority of our staff are people of color, as well as women or non-cisgender-male identifying. The vast majority of contributors are women-identified, and about half of all our contributors in 2019 were people of color. By creating opportunities for women and people of color to gain vital experiences in media, we strive for a more diverse future for American journalism.

**Salary:** \$57,000

**Job Type:** 1 year, temporary, full time role, renewable based on funding capacity

**Benefits include:** full health and dental insurance, paid holidays, paid vacation and sick time, and retirement

**To Apply:** Please email cover letter, résumé, and three samples of work (in one PDF) to [jobs@b-word.org](mailto:jobs@b-word.org) using **Marketing & Development Manager in the subject line.** Applications are reviewed on a rolling basis, until the position is filled.

## **Bitch Media Marketing & Development Manager**

The Marketing & Development Manager will be a key member of the team responsible for creating innovative marketing and development strategies that will build our brand, increase awareness and market impact amongst our targeted audiences. This role will execute revenue strategies across multiple platforms to increase donor and subscriber base, as well as increase retention. The right candidate will be creative, with a knack for digital and traditional fundraising and marketing tactics, have an understanding of independent media, and be an enthusiastic team player.

### **Primary Responsibilities**

- Planning, implementing and testing of marketing & fundraising initiatives across digital, web platforms, social media and print
- Brand evaluation, development and growth
- Developing new markets and increasing subscription, donor and member base
- Design and implement fundraising strategy for major gifts, small donations, and subscriptions
- Management of sponsors, advertisements and campaigns



- Create, manage and evaluate budget and projections for marketing, development and engagement with an eye for ROI and impact
- Negotiates agreements with entities requesting material reprint authorizations
- Manages the development of sales materials, including media kits and sponsorship contracts
- Creates measurable metrics and goals for development, growth and retention

### **Knowledge, skills and abilities**

- Thrives in a mission-driven setting, specifically a feminist, anti-racist, remote, non-profit environment
- A minimum of three years of relevant professional field experience
- Skilled in partnership creation and collaboration
- Strong communication and presentation skills
- Skilled in graphic design with ability to develop proposals, collaterals and materials
- Knowledgeable in social media and engagement
- Ability to develop market awareness and strategy to drive development
- Creative thinker with strong problem solving and organizational skills
- Self-motivated and the ability to navigate multiple projects and timelines
- Team player with excellent verbal and written communication skills
- Meticulous attention to detail
- Experience with marketing automation and CRM tools