



1049 Asylum Avenue
Hartford, CT 06105
publisher@ctmirror.org

Job Description Director of Revenue

Opportunity:

The Connecticut Mirror (www.CTMirror.org) is a nonprofit, non-partisan local online journalism success story with huge momentum and ambitious growth goals. We cover public policy, government, and politics in Connecticut. Our 22-person full-time staff includes 18 journalists and four business team members (Publisher, Director of Philanthropy, Director of Operations, and Membership Manager). We are adding five new journalism positions in the next three months.

We have an immediate opening for a **Director of Revenue** who will develop and implement a plan for increasing the organization's annual revenue by \$300,000 per year within 24 months. It is expected that the Director of Revenue will identify and cultivate corporate and foundation donors; raise sponsorship and advertising revenue; and will work with a part-time Events Coordinator to plan and execute special events that engage donors and raise funds for the organization. This position is a member of the Senior Management Team, reports to the publisher, and is based in our Hartford, CT newsroom. The selected candidate will ideally be in the office at least three days a week.

Job Responsibilities:

- Supervise and provide strategic guidance to the Membership Manager and the Events Coordinator.
- Identify, secure, track, and report on community, private, and corporate and foundation grants.
- Lead all sponsorship and advertising activities, including strategy, sales, trafficking, account management, and metrics reporting.
- Identify and implement product monetization strategies.
- Drive all digital outbound marketing initiatives.
- Lead or actively participate in special projects and strategic initiatives.
- Analyze readership data and revenue data to identify opportunities for growth.
- Prepare and oversee monthly revenue forecasts.

Required Qualities:

- At least three years of experience in grant writing, digital marketing beyond just social media, events, and/or sponsorship or advertising revenue in a media company.
- Some experience supervising staff or contractors.

- Strong interest in enterprise journalism that covers policy, government and politics, and in the future of civic journalism.
- Willingness to learn, a burning curiosity, an instinct to innovate, and a hunger to work in a fast-paced environment.
- Excellent writing ability and strong project management skills.
- Natural collaborator and tenacious self-starter.
- The confidence to ask for advice when needed.

Preferred Experience:

- Some digital fluency (but we do not expect or require coding experience).
- Hands-on experience analyzing customer and revenue data.
- Hands-on experience with an email management tool like MailChimp, a CRM software tool like Salesforce, and a donation processing tool like Stripe or PayPal (we can provide training, guidance, and support on any tools that might be new or less familiar to you).

Our Commitment to You:

- A salary of \$85,000 to \$95,000 based on experience and skills.
- Medical and dental benefits, generous paid-time-off policy and a 403(b) deferred retirement savings plan and company match.
- Professional development, including opportunities for travel to industry conferences and opportunities to take on additional responsibilities over time.
- Transparent internal review and feedback process and merit-based salary increases.
- You'll work hard because we're serious about our mission, but you'll laugh plenty along the way!
- We embrace the American Press Institute's [Guiding Principles for Nonprofit Newsrooms](#).

Equal Opportunity Employer:

CT Mirror is committed to building an inclusive organization that represents the people and communities we serve. We do not and shall not discriminate on the basis of race, color, ethnicity, religion, gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status in any of our hiring, procurement, volunteer recruitment, or other activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, board, volunteers, subcontractors, vendors, and readers.

Apply Today!

Do you think you have some of this experience and aptitude, but not all of it? We encourage you to apply! We are open to a range of different experiences and options for this role, and we know that no candidate is going to check every box we have outlined here.

Please apply using this [FORM](#). You will need to include a resume and a cover letter that tells the story of a success you have had in grants, sponsorship sales, events, or digital marketing. Applications will be accepted until the position is filled. Questions? Contact Bruce Putterman via email at publisher@ctmirror.org. **No phone calls please.**