Job Title: Circulation Manager/Audience Development Lead

Company: Modern Dog Inc. & Modern Cat Inc.

Location: Vancouver, BC

Type: Full-time 37.5 hrs per week

Date Posted: February 7, 2017

Circulation Manager

We’re hiring! Are you detail-oriented, super-organized, articulate, friendly, and good with people? We’re looking for an individual to head up our Circulation Department at our Railtown, Vancouver office.

At Modern Dog and Modern Cat we offer a positive, team atmosphere and a congenial environment where each team member is valued. If you are looking for experience in the publishing industry, love dogs and cats, have the qualifications outlined below and think you are the right fit for this opportunity, we want you!

The ideal candidate will be fully computer literate and preference will be given to those having a post-secondary education in one of the following areas:

- Publishing
- Marketing
- Communications

Duties and Responsibilities

- Oversee circulation for both publications, including:
  - Formulate and implement a circulation growth strategy
  - Work with editorial, art, and social team on circulation campaigns
  - Liaise with newsstand provider
  - Manage production schedules
  - Work with printer to ensure accurate distribution of magazines
  - Manage magazine inventory
  - Supervise subscriptions and customer service team
  - Manage ecommerce subscription system on websites
  - Proactively seek out new audiences and strategic partnerships to gain additional subscribers and retain existing audiences
  - Monitor renewal and invoicing process
  - Manage subscriber database
  - Manage digital editions of both publications
  - Handle grant applications and circulation audits
• Other duties will include
  o Manage Ad Server (DoubleClick for Publishers)
  o Contribute to quarterly editorial meetings with article and photo story ideas for the print publications
  o Oversee contest administration
  o Build weekly newsletters in conjunction with editorial team
  o Manage enewsletter lists
  o Analyze and report on digital campaigns including online ad impressions, social media campaigns, and enewsletters

Qualifications
• Proficiency with Outlook, Excel, Word, a database program, and all major social media platforms essential.
• Experience developing social media strategy with proven results increasing audience exposure and engagement
• Experience managing circulation of a magazine or newspaper, or equivalent relevant experience
• Strong interpersonal and communication skills combined with the ability to prioritize and meet strict deadlines; multitask; lead a team; and work independently.
• Ability to think on your feet and solve problems while keeping costs down
• Experience with website administration (Drupal or Wordpress) is considered an asset

Preference will be given to those candidates who possess the qualifications listed above along with a:

• love for dogs/cats/animals (this is a dog-friendly office)
• excellent can-do attitude (i.e., enthusiastic team player)
• positive outlook
• tactfulness
• resourcefulness
• helpfulness
• a drive to succeed

This is an in-office, full-time position. 37.5 hours per week (M-F, 9am-5pm).

Please apply with cover letter and resume to resume@moderndogmagazine.com (with the subject line: Circulation Manager). Only those candidates that have been short listed for an interview will be contacted.

Thank you for your interest in Modern Dog and Modern Cat!