

Senior Director, Audience Marketing & Growth- Remote

For more than 60 years, National Catholic Reporter (NCR) has been a trusted independent voice in Catholic journalism. With rapid digital audience growth and strong organizational momentum, NCR is seeking a Senior Director of Audience Marketing & Growth to lead the next phase of audience and donor engagement.

This role will drive NCR's transition from a traditional direct mail fundraising model to a modern, integrated digital-first growth strategy. You'll lead audience acquisition and digital donor conversion efforts while managing a small marketing team and external agency partners.

What You'll Do

- Lead audience growth strategy across NCR and Global Sisters Report
- Build and optimize donor acquisition channels including email, SEO, social, paid media, and partnerships
- Drive reader-to-donor conversion strategy and performance
- Lead NCR's digital-first fundraising transformation
- Oversee online engagement initiatives including newsletters
- Manage marketing analytics, technology, and funnel optimization
- Amplify NCR's editorial products and ensure strong brand and messaging consistency across marketing communications
- Lead and develop a small remote marketing team

What We're Looking For

- 6+ years in digital marketing, audience growth, fundraising, or lifecycle marketing
- Experience leading digital transformation initiatives preferred
- Proven success contributing to fundraising growth and donor acquisition
- Experience with CRM systems, analytics tools, and digital marketing platforms
- Strong collaboration and project leadership skills
- Editorial or mission-driven organization experience preferred
- Ability to thrive in a fully remote environment
- Bachelor's degree required

Preferred Experience

- Nonprofit journalism or mission-driven media
- Managing external agencies or vendors
- Familiarity with Catholic social teaching

Compensation and benefits

This remote position will be full-time. Salary is commensurate with experience and other relevant factors, in the range of \$85,000 - \$100,000 annually. NCR offers the following benefits for full-time employees (employees working 24 hours or more per week):

- Health Insurance plan options (90% employer paid premium)
- Dental and Vision plan coverage (90% / 75% employer paid premium)
- Life Insurance and Long Term Disability
- Group Annuity Program (403B) with company match
- Supplemental Insurance option (Aflac)
- Employee Assistance Program (EAP)
- Paid parental leave (up to 12 weeks)
- Generous paid vacation (up to 20 days per year)/sick/personal time, plus 11 paid holidays
- Flexibility for work/life integration; summer hours (between Memorial and Labor Days)

To apply, please submit a cover letter and resume to jhowell@ncronline.org.

This position carries full benefits, including generous paid time off and paid parental leave, and a salary commensurate with experience. All communications will be treated confidentially.

Guided by foundational principles that are rooted in Catholic social teaching, we at National Catholic Reporter believe that diversity, equity and inclusion are fundamental to our mission and core values of promoting justice and human dignity. As an independent voice in Catholic journalism, we strive to foster a culture where diverse perspectives are essential and valued in our workplace and in our publishing. We recognize that reflecting a broad spectrum of views and experiences leads to deeper understanding, greater tolerance and a more just society.