Audience Engagement Specialist

<Company Overview>

For nearly a century and a half, Nikkei Inc. has offered unparalleled coverage of Japan's economy, industries and markets. The group's business portfolio extends beyond traditional publishing to include broadcasting, online and the widely cited Nikkei 225 stock index. Our flagship newspaper, The Nikkei, boasts a circulation of nearly 3 million. With a network of 51 bureaus in Japan and 37 overseas, our 1,500 journalists are ideally positioned to deliver news and analysis from an Asian perspective to the world.

Our digital-first global posture includes the award-winning Nikkei Asia and Financial Times, both in English. As content partners, Nikkei Asia and the FT share select articles with their audiences and collaborate editorially.

<Role>

Nikkei America Inc., a subsidiary of Nikkei Inc., seeks an audience engagement specialist for its Nikkei Asia team in the U.S.

This position in New York is for a specialist who can enhance Nikkei Asia's online presence via social media, e-newsletters and more. The right fit will have a passion for news and data, joined with a strong drive to support editors and reporters.

<Responsibilities>

* Work with team editors to develop and execute plans for engaging audiences with Nikkei Asia stories across a range of platforms, leveraging analytics to continuously evaluate and refine our approach.
* Analyze Nikkei Asia website traffic to present findings and suggestions in team meetings, occasionally writing reports to share with the audience engagement team at the Tokyo headquarters.
* Read Nikkei Asia stories and post them to best reach our target audiences on social media platforms such as Facebook, Twitter, LinkedIn and Instagram.
* Write, edit and send e-newsletters for breaking news and daily wrap-ups, coordinating with editors on story selection. Send push alerts for the Nikkei Asia app. Analyze metrics for the newsletters and the alerts.
* Check trending topics on the internet and elsewhere to present insights in meetings. This includes keeping track of trending search terms and helping editors with SEO to improve headlines.
* Explore new means of audience engagement for Nikkei Asia in discussion with the New York team and the Tokyo headquarters.
* Other tasks relating to the Nikkei Asia editorial process, as requested by the supervisor.

<Location>

New York, N.Y.

<Compensation>

$55K-$80K

<What we offer employees>

* Medical and dental insurance for the employees and their family members (100% of premiums paid by the company)
* Life insurance
* Accidental death and disability insurance
* Paid time off, such as vacation, personal and sick days, and bereavement leave
* 401(k) program
* Profit sharing
* Flexible and hybrid schedules
* Reimbursement for annual physical checkups after one year of employment
* Anniversary leave and bonuses after 10, 20 and 30 years

<Educational Requirement>

* Bachelor's degree in a related field

<Requirements/Qualifications/Special Skills>

* 2 years or more at a digital news organization.
* Knowledge of search engine optimization, particularly for breaking news.
* Newsroom experience, ideally in a fast-paced environment.
* Strong written and verbal communication skills, with particular understanding of the voice and approach required for social media.
* Proven ability to use data to inform decision-making.
* Experience building diverse newsroom audiences.
* Knowledge of emergent platforms and trends in digital media and a desire to experiment.
* Active on social media and embedded in internet culture.
* Strong interpersonal skills and ease working within teams remotely or on-site.

Nikkei America is proud to be an equal opportunity and affirmative action employer. We do not discriminate in hiring or the terms and conditions of employment because of an individual's race, color, religion, nationality, age, disability, gender, sexual orientation, citizenship, or any other characteristic protected by federal, state or local law. Nikkei America makes hiring decisions based solely on qualifications, merit and business needs. It will consider the provision of reasonable accommodations to address known physical or mental disabilities of otherwise qualified applicants to enable them to participate in our application process and effectively perform the essential functions of the job, unless doing so would impose an undue financial or operational hardship.

*To apply for the position, please send your resume to Yuka Olujobi at* [*yuka.olujobi@nex.nikkei.com*](yuka.olujobi%40nex.nikkei.com)