

director of **DIGITAL GROWTH**

Salary Range: \$135,000 – \$160,000

Reports to: Chief Content & Engagement Officer

Location: Seattle, WA (Hybrid; regular on-site collaboration required)

About Classical KING

Classical KING is the Pacific Northwest's listener-supported classical music service, dedicated to strengthening our community through music, arts, and creative connection. We are at a pivotal moment in our evolution. As audiences increasingly discover music through digital platforms, Classical KING is actively building a modern digital ecosystem to expand access to classical music and connect new audiences to the arts in meaningful ways.

Over the past several years, we have made significant progress in this work. We have launched a redesigned website and app experience, established a digital marketing partnership to support audience growth, and expanded our use of video and social platforms, including YouTube, Facebook, Instagram, LinkedIn, Bluesky, and TikTok, to reach audiences in new ways. We are also running strategic digital marketing campaigns through app store search, Meta and Google, generating early insights into how audiences discover and engage with Classical KING.



Early efforts across these platforms have already begun to show promising results, including growth in digital listening through our app and web player, increased engagement with video content, and stronger visibility for Classical KING content online. We are now focused on connecting these efforts into a more cohesive and measurable digital growth strategy.

At the same time, we remain rooted in what makes Classical KING unique: strong relationships with local musicians and arts organizations, a trusted on-air experience shaped by human curation and storytelling, and a mission-driven commitment to making classical music accessible to all.

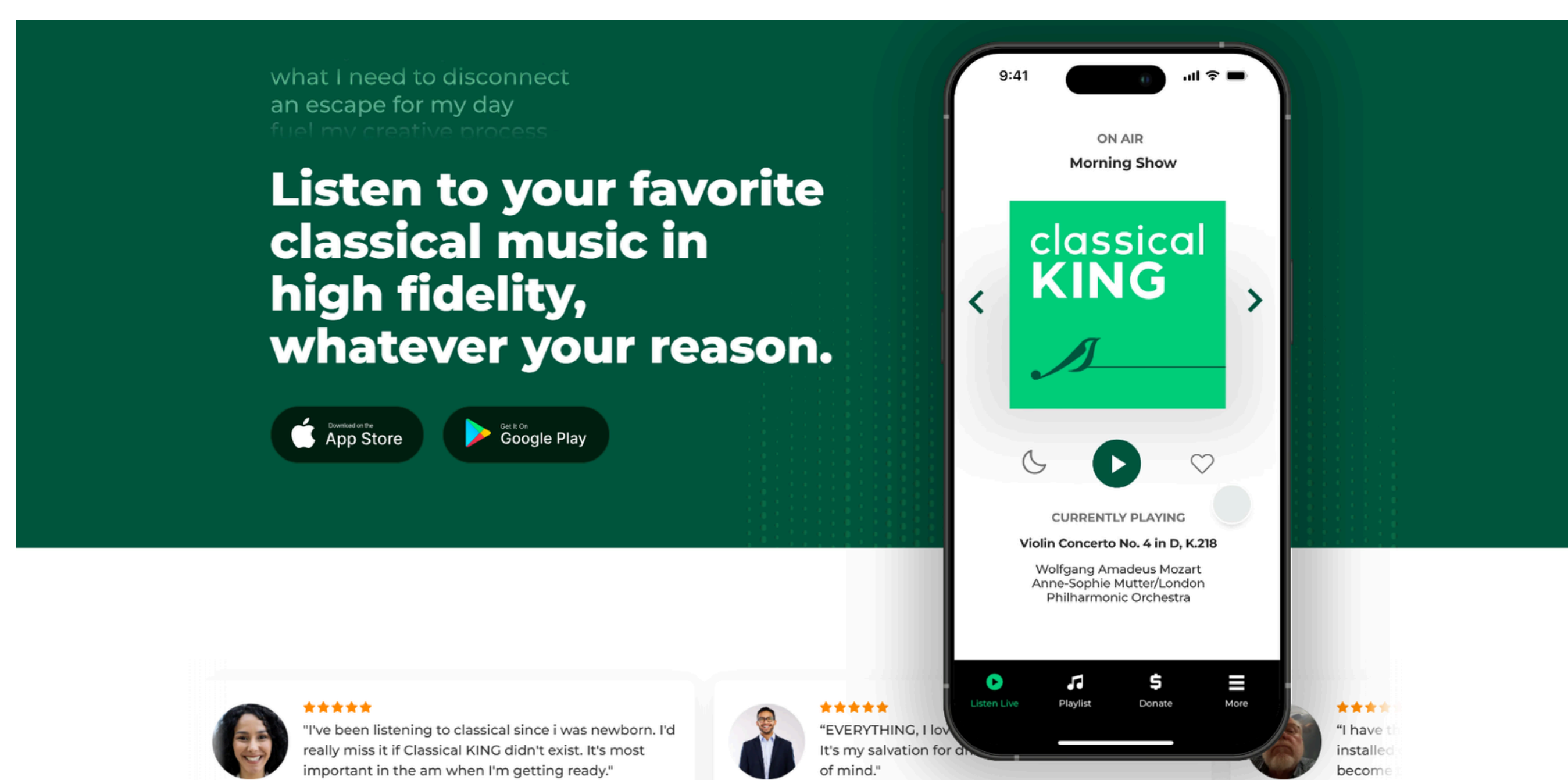
This role is an opportunity to build on that foundation. The Director of Digital Growth will help shape the next phase of this work, strengthening the systems, insights, and operational approach that allow Classical KING to grow its digital audience in a thoughtful and sustainable way.

For candidates coming from technology, media, or digital marketing environments, this is an opportunity to apply those skills in a setting where the work has a direct and visible impact on artists, audiences, and the cultural life of a community. The systems, insights, and measurement frameworks built in this role will directly influence how new audiences discover and engage with classical music for years to come.

Position Overview

Classical KING is seeking a Director of Digital Growth to lead how the organization uses data, digital platforms, and audience insights to understand listener behavior and grow sustained digital engagement over time. This role works across our mobile apps, web-based listening experience, streaming services (StreamGuys), and digital marketing channels to expand the digital listening audience, increase the frequency and duration of listener engagement, and strengthen the pathways that move audiences from discovery to sustained listening habits.

This role sits within the Content and Engagement team and reports to the Chief Content & Engagement Officer, partnering closely with Programming, Partnerships, and Operations to support Classical KING's digital audience strategy. The Director works closely with the Chief Engagement & Content Officer to align on strategy and priorities, and leads execution across key external partners, including web and app developers, UX designers, streaming providers, and the station's digital marketing agency. This includes driving timelines, guiding implementation, and ensuring work across vendors is executed effectively and aligned with organizational goals.



This role is an opportunity to shape how one of the country's leading classical music organizations evolves in the digital space, building systems that directly influence how audiences discover, engage with, and return to classical music over time.



A central responsibility of this role is bringing together data from multiple sources, including streaming platforms such as StreamGuys, digital audience campaigns, and app and web analytics, to develop a clear understanding of listener behavior. These insights directly inform the organization's digital strategy, helping define key performance indicators, evaluate content and marketing effectiveness, and identify opportunities to strengthen long-term listening habits.

Internally, this role hires and supervises a Digital Content Producer responsible for capturing and producing visual digital content. The Director will have the opportunity to shape how this function evolves over time, including refining responsibilities, workflows, and resourcing to support the organization's digital growth strategy.



As Classical KING continues to evolve its digital platforms, including exploring on-demand and archive-based listening experiences, this role will identify opportunities for platform improvements and audience engagement across digital touchpoints, building on the digital infrastructure already in place.

This role is part of the organization's senior leadership team and contributes directly to shaping Classical KING's digital strategy. It requires a leader who is comfortable operating across both strategy and execution, and translating insights into action.



Core Responsibilities

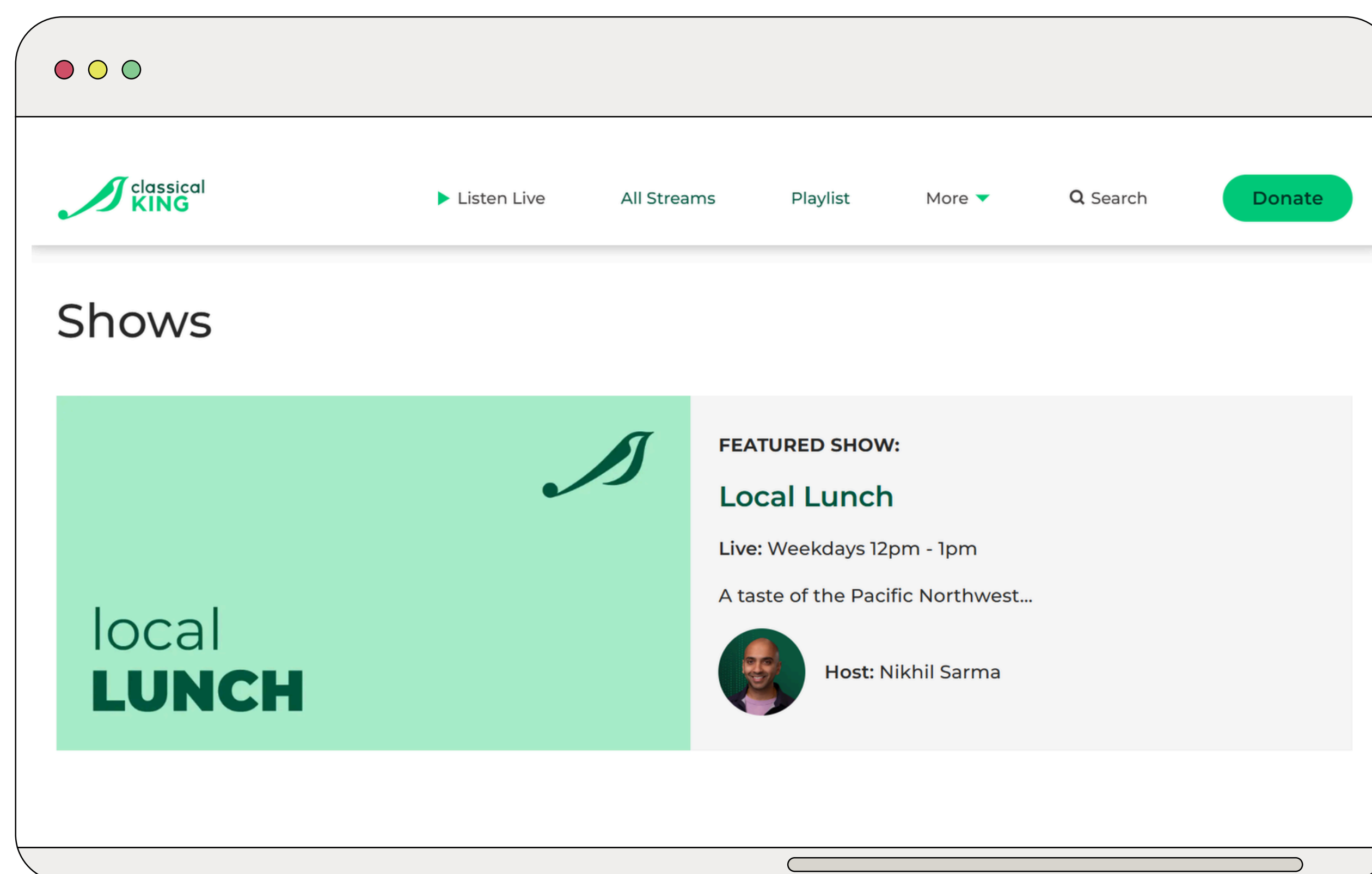
Digital Growth, Performance & Audience Insights

- Lead the organization's approach to measuring and improving digital audience growth, translating strategic priorities into performance metrics and actionable insights.
- Define and manage key performance indicators related to audience acquisition, engagement, and listening behavior across digital platforms.
- Bring together data from streaming platforms (including StreamGuys), app and web analytics, and digital marketing campaigns into a unified view of audience behavior.
- Analyze how content, programming, and marketing contribute to audience acquisition, engagement, and retention.
- Evaluate the performance of digital content across video, social media, and web platforms to understand what drives audience engagement.
- Translate performance insights into recommendations that guide content strategy, marketing messaging, and platform improvements.
- Work with analytics tools and external partners to ensure data is accessible, reliable, and actionable, and evolve how data is structured across systems over time.
- Monitor performance trends and guide structured testing across campaigns, content, and platform improvements to identify growth opportunities.
- Deliver regular insights and recommendations to leadership, including the Director of Programming and Chief Content & Engagement Officer, to inform decisions related to audience growth, content distribution, and platform strategy.



Platform & Vendor Management

- Manage the operational roadmap for Classical KING's digital platforms, including iOS and Android mobile apps, web-based listening experience (PWA), and streaming services powered by StreamGuys.
- Coordinate with external development partners across a headless WordPress environment, mobile app development, and UX design to implement platform improvements and enhancements.
- Translate audience behavior insights and growth priorities into clearly scoped platform updates and feature improvements.
- Work with streaming providers and technology partners to ensure a reliable, high-quality listening experience, and manage relationships with key digital vendors including app developers, web developers, and analytics partners.
- Ensure digital platforms are effectively supporting audience growth across devices.



Marketing Performance & Digital Audience Growth

- Work closely with the Chief Content & Engagement Officer and Classical KING's digital marketing agency to support execution of campaigns aligned with audience growth priorities.
- Serve as the primary day-to-day point of contact for coordination with the marketing agency, ensuring campaigns run effectively and data is collected consistently across platforms.



- Evaluate campaign performance across platforms such as Meta and Google, including acquisition cost, attribution, and cohort behavior, to understand how audiences discover and engage with Classical KING.
- Identify opportunities to refine targeting, messaging, and distribution strategies based on listener behavior and engagement patterns.
- Ensure marketing efforts are evaluated based on meaningful listening outcomes, including frequency, duration, and return behavior, rather than short-term or vanity metrics.



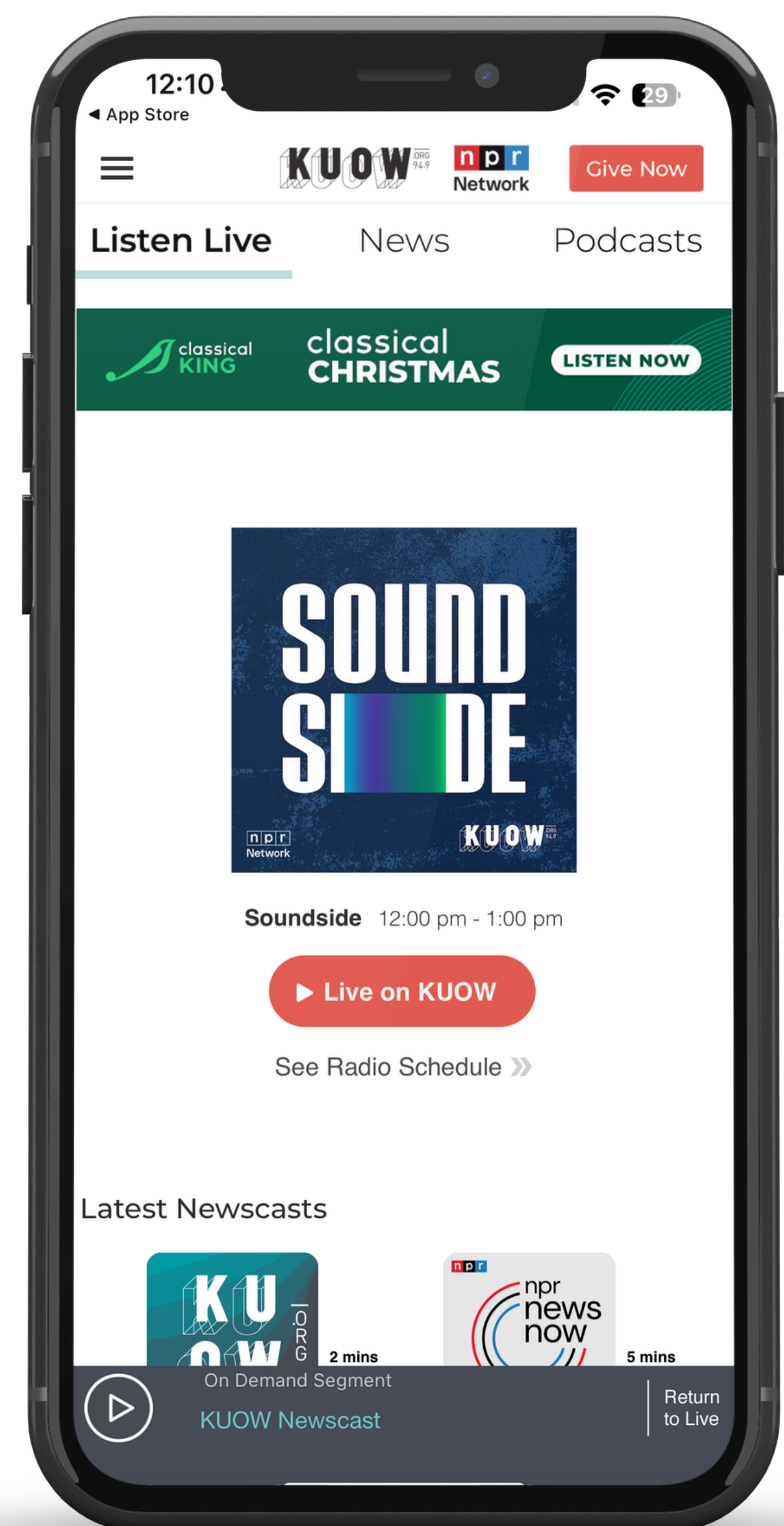
Team Leadership

- Hire, lead, and oversee a Digital Content Producer responsible for capturing and producing visual digital content across platforms.
- Provide clear direction, feedback, and performance expectations to ensure content aligns with audience growth goals, platform strategy, and brand standards.
- Maintain a working understanding of video production, digital publishing tools, and platform requirements to guide execution and ensure continuity when needed.
- Support the Digital Content Producer in planning and executing content, including occasional participation in on-site filming or production as needed to support team capacity and execution.
- Establish performance expectations and measurable goals for digital content and audience engagement.
- Foster a disciplined approach to testing and learning across digital content, platforms, and campaigns.



Programming & Content Collaboration

- Partner closely with the Director of Programming to align digital distribution and audience engagement efforts with broadcast programming priorities.
- Provide data-driven insight into how audiences engage with programming across digital platforms, including app, streaming, and web listening.
- Identify opportunities to improve how broadcast programming is presented and distributed across digital platforms to support audience growth.
- Ensure digital platforms are effectively supporting programming goals and audience engagement strategies.
- This role does not determine programming decisions but provides analytics, audience insights, and platform perspective to inform digital distribution and audience engagement.



This role does not create digital content directly and does not oversee broadcast or digital audio programming. Strategic direction for digital content and campaigns is established by the Chief Content and Engagement Officer.

The Director of Digital Growth ensures that visual digital content and distribution strategies align with these priorities, using performance data and platform understanding to evaluate whether content is appropriate for each channel and supports audience growth goals. This includes reviewing content prior to distribution, providing feedback and requesting revisions when needed, while contributing perspective on how content performs across platforms.



Qualifications

Experience & Background

- 7+ years of experience in audience development, digital analytics, product or platform operations, or a related field.
- Experience working across digital platforms such as mobile apps, websites, streaming services, or digital media environments.
- Experience interpreting digital marketing performance data and understanding how acquisition efforts translate into user behavior and engagement.
- Experience managing external partners, including marketing agencies, developers, or technology vendors.
- Experience in digital media, streaming, subscription-based products, or audience-focused platforms is strongly valued.

Core Capabilities

- Strong understanding of audience growth across digital platforms, including acquisition, engagement, retention, and user behavior.
- Ability to synthesize data from multiple sources into clear insights and actionable recommendations.
- Comfortable working across analytics tools and digital performance data without requiring hands-on engineering or data pipeline development.
- Ability to translate audience behavior into improvements across platforms, content distribution, and marketing strategy.
- Experience working within structured testing and experimentation frameworks.



Working Style & Leadership

- Comfortable operating at both a strategic and operational level, moving between big-picture thinking and hands-on execution.
- Strong systems thinker with the ability to connect data, platforms, and audience behavior into a cohesive approach.
- Clear communicator, able to translate complex insights into actionable direction for cross-functional teams and leadership.
- Experience leading team members and providing clear feedback and performance expectations.
- Ability to collaborate effectively across programming, content, marketing, and technical teams.



Why This Role Matters

- As a 94% listener-supported organization, Classical KING's digital strategy must strengthen long-term listening habits and audience trust, not just short-term conversions. This role builds the systems and operational discipline needed to sustain and expand our digital audience over time.
- This is an opportunity to help shape how a mission-driven cultural institution evolves in the digital era while preserving the trust and listening experience that define public radio.

Mission Alignment

- Interest in mission-driven organizations, public media, arts, or cultural institutions.
- Interest in classical music, storytelling, or the role of media in connecting communities is strongly valued.



What Success Looks Like (Year 1)

- A clear digital KPI framework is established and actively used across the organization.
- Integrated reporting connects marketing performance with listening behavior across platforms.
- Digital platform improvements are prioritized and executed in partnership with development teams.
- Paid acquisition efforts are aligned with long-term listener engagement and retention.



Compensation and Benefits

Classical KING is committed to building a more inclusive and equitable organization across our programming, staff, and board. This work is ongoing and central to our mission, and we welcome candidates who share a commitment to expanding access, representation, and opportunity in the arts. Learn more about our approach to diversity, access, equity, and inclusion on the Classical KING website.

Classical KING offers generous benefits include medical, dental, and vision insurance; employer-paid life and disability insurance; 401(k) program, paid time off including holidays, sick days, bereavement leave, and vacation; a relaxed, healthy, joyful work environment; and a flexible work-life balance.

The salary range for this full-time, exempt position is \$135,000 to \$160,000.



Application

To apply, please submit your resume and responses to the application questions through the [Classical KING Hiring Portal](#).

Apply Now

