

Arkansas Newspaper Connection

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GRAPHIC DESIGNER

AY Media Group is searching for a talented, deadline-driven graphic designer for:

- *AY About You*
- *Arkansas Money & Politics*
- *Annual Mental Health Guide*

What You Bring

- Proven print design experience with a killer portfolio of editorial layouts and advertising creative
 - Mastery of the entire Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) – you live in these programs
 - Deep understanding of typography, grid systems, color theory, and what makes a magazine page turn
 - Expert-level Mac user who can troubleshoot on the fly
 - The rare ability to juggle multiple deadlines without ever dropping quality
 - A collaborative spirit – you thrive in a fast-paced newsroom environment and elevate everyone around you
 - Calm-under-pressure attitude, especially during “press week” crunch time
 - Thick skin and an eagerness to grow – you welcome art-director feedback and turn it into even stronger work
 - Client-facing polish when needed; you can present concepts to advertisers and account executives with confidence
 - Full-time, in-office role at our Little Rock headquarters
- Send your résumé + a link to your portfolio (or PDF) to:
hbaker@aymag.com
Subject line: Experienced Graphic Designer Application – [Your Name]
(No phone calls or walk-ins, please.)

PRESS OPERATOR

Ashley County Publishing Co., Inc. in Crossett, Arkansas has a position available for a web press operator. This is a daytime position with a Tuesday through Friday print schedule each week. Press is a GOSS / DGM with a four high and five floor units as well as two Jardis splicers. Knowledge of Kansa 480 inserting machine is a plus. Printing and general maintenance are a part of the job as well as some mailroom work. Vacation, life insurance, and short-term disability insurance are provided. Group health insurance is offered.

To apply, send a resume to rkennedy@ashleynewsobserver.com.

Ads run free for members and students for six weeks.

Deadline is Tuesday 10 a.m.

Email to lance@arkansaspress.org.

AUDIENCE DIRECTOR

The *Arkansas Democrat-Gazette* is seeking an Audience Director to lead the development and execution of our statewide newsroom into a more digitally sophisticated and audience-first operation.

Key Responsibilities

- Partner with the executive and managing editors and other top editors to set and execute audience growth and engagement strategies.
- Lead and mentor the newsroom's digital team to encourage growth and innovation.
- Champion an audience-first mindset across the newsroom, ensuring content strategies are optimized for each platform and tailored to audience needs.
- Collaborate with reporters, editors and other content creators to embed digital thinking into daily journalism from pitch to publication.
- Develop best practices and training around SEO, social media, digital headlines and analytics-informed storytelling.
- Create workflows and systems that improve collaboration between traditional print teams and digital specialists.
- Leverage audience insights and analytics tools (such as Google Analytics, Marfeel Analytics and social dashboards) to inform editorial decisions and newsroom priorities.
- Monitor and analyze key metrics (reach, impact, engagement, conversion) to evaluate performance and optimize results across multiple media platforms.
- Identify emerging digital trends, tools and platforms to ensure the organization remains innovative and competitive.
- Oversee execution of content strategy on social media, newsletters, push alerts, the homepage and other digital distribution channels.
- Lead experimentation efforts in formats like short-form video, alternative storytelling formats and newsletters to better serve different audience segments.
- Partner with product, design and marketing teams at WEHCO on initiatives to grow digital subscriptions, reader loyalty and revenue.

Qualifications Required

- Minimum 5 years of newsroom experience, with at least two years in a leadership role focused on digital journalism, audience development or content strategy.
- Proven success in growing digital audiences, leading editorial teams and translating data insights into actionable strategies.
- Deep understanding of digital content strategies, platforms and analytics.
- Strong communication, organizational and leadership skills.
- Collaborative spirit, able to build relationships and work effectively across teams and departments.
- Willingness to learn and experiment, and a desire to help others in the newsroom do the same!

Submit Resume: Allison Shirk, ashirk@wehco.com.