The Senior Editor of Sassy Hong Kong is responsible for creating original and creative lifestyle content on the Sassy Hong Kong platform and for identifying ways to increase page views on the site to maintain readership and engagement levels. This role encompasses writing and editing work on the Sassy Hong Kong website, which includes, regular editorial features, promotional text such as paid-for Sassy Scoop advertorials and copywriting for various other joint special projects. The Sassy Hong Kong Senior Editor will also be responsible for working with and managing the Sassy Editorial team, as well as a team of outside bloggers and contributors who produce content for the website. The Sassy Senior Editor also acts as a Sassy Ambassador and is responsible for the Brand Voice.

ROLES & RESPONSIBILITIES

Responsible for all editorial content on Sassy Hong Kong

- Assuming responsibility for the editorial strategy for Sassy Hong Kong
- Identifying and implementing new ways to generate paid content opportunities in collaboration with the Partnerships team
- Managing and mentoring the Sassy Editorial team
- Overseeing the Editorial Calendar, planning and scheduling all posts and ensuring the timely covering of topics, holidays, etc.

- Back-End administration on various platforms
- Assigning topics to the various contributors and manages contribution pieces
- Acting as main writer on the site as needed for reviews, Scoops and advertorials
- Responsible for growth strategy to increase session numbers
- Overseeing the 'Sassy' contributors, experts and freelancers
- Assigning topics, managing deadlines, editing texts, and scheduling their posts
- Working with the team to identifying and approach new contributors and experts to join the Sassy team
- Organising Sassy blogger meet-ups
- Working with Partnership Team as needed on advertorial and marketing promotions
- Drafting Sassy marketing text and materials as needed
- Supporting and fostering a collaborative relationship with the Partnership Team
- Representing Sassy HK at events organized by the Partnerships Team where necessary to build and maintain business relationships.
- Collaborating with the Sassy Mama team to ensure cross-use of content where appropriate

Others

- Acting as a Sassy Ambassador by attending industry events, including press events, shop openings, etc. and writing about these events/posts images on Facebook
- Managing relationships with local PR agencies and vendors. Proactively asking for event updates and making sure events are covered.
- Special project work, including helping to write and edit new sections on the site, Sassy Awards, internal press releases, etc.
- Ensuring that the editorial team responds to relevant inquiries and Facebook messages
- Additional responsibilities as may be required

KNOWLEDGE, SKILLS & EXPERIENCE

Education & Experience

- Degree holder with 5 years relevant working experience
- Previous experience in an editorial or web-related position
- Team leadership experience essential

Skills & Competencies

- Writing experience; particularly, a strong interest and talent for producing innovative and original lifestyle content
- Effective communication
- Knowledge in WordPress and in any image editing program is preferred
- Proven familiarity with SEO and social media best practices
- Time management skills, including the ability to keep to tight deadlines
- Highly organized and efficient
- Collaborative approach to working with other Sassy Teams
- An eye for detail, together with the ability to proofread
- Coaching and mentoring ability to develop team
- Pleasant working attitude, outgoing, self-motivated and well-organized
- Excellent written skills in English