



POSITION DESCRIPTION

JOB TITLE: Editor

REPORTS TO: Managing Director

SUPERVISE OTHERS: No

LOCATION: Sassy Office Hong Kong

DRAFTED BY: Managing Director

PURPOSE OF THE POSITION

The Editor is responsible for creating original and creative lifestyle content and for identifying ways to increase page views on the site to maintain readership and engagement levels. This role encompasses writing and editing work, which includes regular editorial features, promotional text such as paid-for advertorials and copywriting for various other joint special projects.

ROLES & RESPONSIBILITIES

Responsible for editorial content

- Planning, managing, coordinating and editing the site's daily posts
- Overseeing the Editorial Calendar, planning and scheduling posts and ensuring the timely covering of trending parenting topics, holidays, etc.
- Editing posts in collaboration with the editorial team and working to schedule them on the backend.
- Writing weekly roundup/feature story
- Regularly review content using google analytics and Ahrefs to maintain traffic and SEO ranking.
- Acting as key writer on the site as needed for editorial and advertorial content.
- Determining the content line-up for the weekly newsletter.
- Together with the editorial team contribute to the growth strategy to increase session numbers.
- Build a network of contributors, experts and freelancers.
- Work with Partnership and Marketing team as needed on advertorial and marketing promotions

KNOWLEDGE, SKILLS & EXPERIENCE

Education & Experience

- Degree holder with relevant working experience
- Previous experience in an editorial or web-related position is an advantage

Skills & Competencies

- Previous experience in writing and editing; particularly, a strong interest and talent for producing innovative and original lifestyle content (for both editorial and advertorial)
- 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
- An eye for detail, together with the ability to proofread
- Pleasant working attitude, outgoing, self-motivated and well-organized
- Excellent written skills in English