

**Managing Editor**

We are looking for a Managing Editor who will be responsible for leading Sassy Hong Kong and Sassy Mama Hong Kong’s editorial team. This is a senior role best suited to an experienced Editor with excellent writing and management skills, strategic problem-solving and excellent decision-making skills, strong industry contacts, and a solid understanding of data insights.

**Responsibilities:**

* **Responsible for all editorial content on Sassy and Sassy Mama Hong Kong**

-Develop and execute an editorial strategy that aligns with our brand voice and objectives, ensuring the consistent delivery of fresh, innovative and shareable content.

-Plans, manages, and coordinates the site’s daily posts.

-Overseas the Editorial Calendars, planning and scheduling posts and ensuring the timely covering of topics, holidays, etc.

-Acts as the main writer on the sites as needed

-Edits all posts and works with Editorial Team to schedule them on the backend

-Writes weekly rounds up/feature stories

-Collaborate with the Marketing team to optimize copy for SEO.

- Use analytics tools to track key performance indicators performance and provide regular analysis to drive continuous improvement.

* **Manage the Editorial Team**

-Lead and inspire a team of talented writers to create high-quality and engaging content that resonates with our target audience.

-Oversee the end-to-end Editorial process, including ideation, content creation, editing, proofreading, publication, eDM and social promotion.

* **Manages the contributors and experts**

-Assigns topics, manages deadlines, edits texts, and schedules their posts

-Manages contributor budget

-Identifies and approaches new contributors and experts to join the Sassy team

* **Works with Marketing and Sales Teams on editorial promotions**

-Deliver paid advertorials based on detailed briefs

-Work as needed on marketing materials and take the Editorial lead on large projects

* **Other**

-Stay updated on industry trends, market insights, competitor analysis to identify areas for growth and improvement.

-Act as a Sassy/Sassy Mama Ambassador by attending industry events, including press events, shop openings, etc. and executing timely coverage.

- Hiring and training new Editors

**Requirements:**

* Proven experience as a Managing Editor, editor-in-chief or similar senior role.
* Exceptional writing, editing and proofreading skills with a strong command of grammar, style and tone.
* A creative and strategic thinker with the ability to translate ideas into compelling content.
* Strong leaderships skills with the ability to motivate a lead a team.
* Familiarity with digital publishing platforms, content management and SEO best practices.
* A deep understanding of Hong Kong’s lifestyle and culture scene, including the latest trends, events, and hotspots.
* Excellent organizational and time management skills, with the ability to work under pressure and meet deadlines whilst managing multiple projects.
* Proficiency in Wordpress, SEO, eDM creation (Ematic/Mailchimp or similar), google analytics, Facebook, Instagram

Please send your CV and cover letter outlining how you are a good fit for this position, your vision for Sassy and Sassy Mama Hong Kong, and salary expectation to: [jobs@sassymediagroup.com](mailto:jobs@sassymediagroup.com)

***Subject line: Managing Editor - Your Name***

The applicant must be eligible to work in Hong Kong and be based in Hong Kong (unfortunately we cannot sponsor a visa).