



## Managing Editor

We are looking for a Managing Editor who will be responsible for creating content strategies and oversee their implementation processes. This is an opportunity for an experienced Editor with excellent organizational and management skills, enthusiasm for creating efficient processes, 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**
  - Plans, manages, and coordinates the site's daily posts
  - Oversees the Editorial Calendars, planning and scheduling posts and ensuring the timely covering of topics, holidays, etc.
  - Edits all posts and works with Editorial Team to schedule them on the backend
  - Assigns topics to the various contributors and manages contribution pieces
  - Writes weekly rounds up/feature story
  - Acts as main writer on the sites as needed
  - Oversees the content line-up for the weekly newsletter
  - Optimizes copy for search engine optimization
  - Keep on top of trends and conduct audience research to develop content strategies
- **Oversees the Editorial Team**
  - Works with ET to ensure edited posts are uploaded and scheduled
  - Ensures the site's 'resource' pages are updated regularly by the ET
  - Works with the ET to create the weekly newsletter and other EDMs, determining content, proof-reading and signing off on the editorial content
  - Oversees the ET's daily posting on social media
- **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**
  - Draft advertorials based on detailed briefs
  - Work as needed on marketing materials and take the Editorial lead on large projects
- **Other**
  - Answers editorial inquiries
  - Posts on Social Media (FB, IG, LinkedIn) to increase user interaction (ex: link to local news story on educational topic; the latest hilarious family/kid viral video, etc., etc.)
  - Act as a Sassy/Sassy Mama Ambassador by attending industry events, including press events, shop openings, etc.
  - Manages relationships with local PR agencies and vendors
  - Hiring and training new Editors

**Requirements:**

- 5+ years of experience in writing and leadership/management
- Positive, intuitive/proactive and a collaborative team player
- Excellent verbal and written communication skills
- Superior judgement and discretion
- Proficiency in Wordpress, eDM creation (Ematic/Mailchimp or similar), google analytics, Facebook, Instagram
- Self-starter, resourceful and self-motivated
- Experience in Display and PPC advertising is a bonus
- This person should be able to recognize opportunities as they emerge and quickly pursue means for enhancing our business with new trends and ideas and keep us at the forefront of change.

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).