



## POSITION DESCRIPTION

JOB TITLE: Sassy Mama Editor

JOB HOLDER:

REPORTS TO: Managing Director Hong Kong

SUPERVISE OTHERS: No

LOCATION: Sassy Office Hong Kong

DRAFTED BY: HR

REVIEW DATE: 20<sup>th</sup> September 2018

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### **PURPOSE OF THE POSITION**

The Editor of Sassy Mama Hong Kong is responsible for creating original and creative lifestyle content on the Sassy Mama 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 Mama 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 Mama Hong Kong Editor will also be responsible for working with and managing a team of outside bloggers and contributors who produce

content for the website. In addition to writing responsibilities, the Editor of Sassy Mama Hong Kong is also responsible for daily content - postings on Sassy Mama Hong Kong's Facebook page and working with internal team members to make sure other Social Media Channels are in line with Sassy Mama's tone and branding.

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## **ROLES & RESPONSIBILITIES**

### **Responsible for all editorial content on Sassy Mama**

- Planning, managing, coordinating and editing the site's daily posts (min. of two)
- Overseeing the Editorial Calendar, planning and scheduling all posts and ensuring the timely covering of topics, holidays, etc.
- Editing all posts in collaboration with the editorial team and working to schedule them on the backend
- Assigning topics to the various contributors and manages contribution pieces
- Writing the weekly roundup/feature story
- Acting as main writer on the site as needed for reviews and advertorials
- Determining the content line-up for the weekly newsletter
- Responsible for growth strategy to increase session numbers
- Managing the 'Sassy Mama' contributors, experts and freelancers
  - Assigning topics, managing deadlines, editing texts, and scheduling their posts
  - Identifying and approaching new contributors and experts to join the Sassy Mama team
  - Organizing Sassy Mama blogger meet-ups
- Working with Partnership Team as needed on advertorial and marketing promotions
  - Drafting Sassy Mama marketing text and materials as needed
  - Supporting and fostering a collaborative relationship with the Partnership Team
  - Representing Sassy Mama HK at events organized by the Partnerships Team where necessary to build and maintain business relationships.

### **Others**

- Answering editorial inquiries and Facebook messages
- Posting topical links on Facebook to increase user interaction (ex: link to local news story on educational topic; the latest hilarious family/kid viral video, etc., etc.)

- Acting as a Sassy Mama 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.
- Projects including helping to write and edit new sections on the site, Sassy Mama Awards, internal press releases, etc.

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## **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**

- Interest in writing and editing  
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