



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.
 - Oversees 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 leadership skills with the ability to motivate and 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

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).