



POSITION DESCRIPTION

JOB TITLE: Senior Editor – Sassy Mama

JOB HOLDER:

REPORTS TO: Managing Editor, Hong Kong

SUPERVISE OTHERS: No

LOCATION: Sassy Office Hong Kong

DRAFTED BY: HR

PURPOSE OF THE POSITION

The Senior Editor of Sassy Media Group is responsible for the Sassy Mama Hong Kong website, including planning for the brand, creating original and creative lifestyle content and for meeting and exceeding monthly and annual targets and content goals that grow readership and engagement levels and grow sales. The Senior Editor is responsible for creating and overseeing engaging paid-for content. 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 Mama advertorials and copywriting for various other joint special projects in addition to overseeing the SMHK video content strategy. The Senior Editor will also

be responsible for working with and managing a team of contributors who produce content for the websites. In addition to writing responsibilities, the Senior Editor is also responsible for managing postings on Sassy Mama Hong Kong's Facebook pages and Instagram and working with internal team members to make sure all Social Media channels are in line with Sassy's tone and branding.

ROLES & RESPONSIBILITIES

Responsible for all editorial content on Sassy Mama Hong Kong

- Planning, managing, coordinating and editing the site's daily posts
- Overseeing the Editorial Calendar in association with the Editorial team, 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 with the team to schedule them on the backend. In most cases, each person will upload and schedule their own posts.
- Assigning topics to the various contributors (internal and external) and manage contribution pieces
- Acting as main writer on the site as needed for reviews and advertorials on assigned sections, as well as second set of eyes for other work
- Determining the content line-up for the weekly newsletters
- Responsible for growth strategy to increase traffic and engagement numbers
- Completing weekly Editorial stats to manage workload and resource planning
- Working with Partnership Team on advertorial and marketing promotions
 - a) Create engaging, successful paid-for content on SMHK
 - b) Work with the Partnership team to pitch creative ideas to clients
 - c) Supporting and fostering a collaborative relationship with the Partnership Team
 - d) Representing Sassy Mama HK at events organized by the Partnerships Team where necessary to build and maintain business relationships.
 - e) Drafting Sassy Mama marketing text and materials
 - f) Attending events, openings, and tastings as needed

Others

- Answering editorial inquiries
- Making sure the Editors are posting topical links on Facebook and Instagram to increase user interaction (ex: link to local news story on timely topics; the latest hilarious viral videos, 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 Awards, internal press releases, etc.

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