

COLLECTIVE HUB

Collective Hub
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collectivehub.com

Online Editor
Full Time // Sydney, NSW

We're looking for a dynamic, talented content creator and strategic thinker to pioneer the new role of Online Editor at Collective Hub.

You will be an experienced editor, senior writer or senior digital content specialist who is adept at leading a team, driving and embracing change, engaging with an audience and using data to make and test content decisions.

In this role, you'll steer the editorial direction of collectivehub.com, create an in-house digital content strategy and oversee its implementation day-to-day, manage a fab and fast-moving digital content team, be instrumental in commissioning writers and growing our freelance writer base and oversee the creation of all in-house and external editorial including native digital content.

You'll have a passion for storytelling and producing high quality content that captures the unique angle of a story; have demonstrated excellence in reporting and editing so your team can create exciting editorial, photographic and video content that speaks powerfully to our engaged audience and empowers them to be their best self at work and life – content that's on brand, to style and that will ensure maximum click through from social channels.

We have a live digital community with a pulse hungry for interesting and enlightening content that inspires action and engagement. As our online editor, you will be the pulse, monitor the pulse and control the pulse!

You'll also be an early adopter and advocate of new innovations or process opportunities and will be obsessed with data, analysis and testing of all content and digital components to evaluate performance and gain maximum reach.

You'll report to the Content Director, be part of the company-wide content team (which produces Collective Hub print magazine and a range of other products), and work closely with the Digital Director, Head of Partnerships, Creative Director and Editor-in-Chief on digital components of company-wide activities.

We believe your ideas, news-sense, leadership and tactical outworking will be key to the next part of our growth at Collective Hub, one of the most open-minded, progressive and innovative organisations in the media landscape today, making this a strategically placed and personally rewarding role.

More on Collective Hub:

Collective Hub is a multimedia brand that encompasses engaging print and digital content, bespoke events, strategic collaborations and unique product extensions. It started with a print magazine, now distributed into 37 countries, and was founded by the vibrant, game-changing entrepreneur Lisa Messenger with a vision to uplift and

COLLECTIVE HUB

empower people to live their lives to the fullest. Combining style and substance with a fresh perspective on the issues that matter most, *Collective Hub* covers business, design, technology, social change, fashion, travel, food, film and art.

More on your new role:

- Understand and help shape our digital vision
- Manage the digital content team and be a senior voice in the company-wide content team along with commissioning and managing external freelance writers
- Understand and implement design/content production technologies
- Be an ambassador for the business at all times
- Create and implement robust digital content strategies based on data insights
- Present content schedules
- Exercise strong editorial judgment
- Be obsessed with current affairs, the news cycle and monitor TV, radio, print and online content
- Produce and edit content (including video and TVC scripts) ensuring all content is on brand, to message, is timely and has been creating using traffic analysis/social insights
- Approve all digital content before being published
- Develop content series ideas and foster content gathering opportunities
- Work inter-departmentally to leverage content so it can be used company-wide
- With the Content Director, develop editorial policies, copyright, data protection and best practice
- Establish data content feedback loops for all content, ensuring the digital content team is proactive in optimising content in real time to get the best result
- Organise or oversee photo and video shoots, site imagery, animation, interactive content and user generated content
- Forward plan and liaise/negotiate with talent, experts and influencers
- Achieve agreed deadlines and budgets
- Work with partnership teams to prepare attractive advertising briefs (of a digital nature) for agencies and clients
- Work with marketing teams to maximise PR opportunities around digital content
- Work with marketing teams to produce weekly EDM
- Produce daily reports, trends and traffic highlights, quality performance reports with strategic insights and course correction recommendations
- Continually test content strategies and course correct as a result
- Review, trouble-shoot and amend editorial workflow process and systems
- Work with the Digital Director/Content Director on quantitative and qualitative research processes to understand the Collective Hub community
- Administrative duties as required

COLLECTIVE HUB

Essential skills & attributes:

- Tertiary qualifications or equivalent in media, journalism or communications
- At least two years' experience as an editor, features editor, senior writer or senior content specialist (digital experience preferred)
- An effective team leader with strong people management skills
- A solid understanding of the key interest areas and trending topics of our audience: entrepreneurialism, wellness, thought leadership, pop culture, fashion, music, tech, philanthropy etc.
- A commitment to systems and processes and general editorial workflow principals
- Digitally savvy across multiple platforms
- Demonstrated commercial acumen
- An understanding of social media and the amplification of digital content
- An understanding of digital content analytics and measures
- An innate news sense and ability to track down stories that will resonate with our audience and cut through the 24/7 digital environment
- Strong research skills, written and verbal communication skills
- Ability to work (and write) efficiently and effectively
- Professionalism, demonstrated journalistic integrity and ethics
- Attention to detail and understanding of/adherence to style and brand
- High level of personal organisation
- Demonstrated creativity
- Diplomacy and a demonstrated team player
- Ability to work under stress and to deadlines
- Lateral thinker, resilient, dedicated, confidence and flexible

Desired skills:

- Knowledge of HTML, CSS, JavaScript and Wordpress
- Experience in content management platforms, e.g. CoSchedule and/or Percolate
- Experience in Adobe Photoshop and Indesign
- Understanding of SEO principles
- Understanding of information architecture and website user experience

This is an incredible opportunity for a content creator with a broad skillset. We're intentionally growing our company, always hire with our overall culture in mind and always appreciate extra effort and creativity in applications. Good luck!

Send your cover letter and CV, along with any supporting information you deem helpful, to careers@collectivehub.com with "ONLINE EDITOR" as the subject.