

POSITION DESCRIPTION

JOB TITLE: Senior Editor – Sassy Mama

REPORTS TO: Managing Director Hong Kong

LOCATION: Hong Kong

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PURPOSE OF THE POSITION:

As a Senior Editor, you will leverage your extensive experience and leadership skills to shape the editorial strategy, drive innovation, and deliver high-quality content that resonates with our audience. The Senior Editor of Sassy Mama Hong Kong is responsible for creating original and engaging lifestyle content, exceeding monthly and annual targets, and driving readership and sales growth. The ideal candidate should be an active member of the parenting community in Hong Kong, with their finger on the pulse of new openings, trending topics, and relatable content for families.

ROLES & RESPONSIBILITIES:

* Lead editorial projects, and make strategic decisions related to the content creation, aligning with the overall editorial direction and vision of the business.
* Plan, manage, write and edit daily posts on Sassy Mama website and oversee the editorial calendar.
* Collaborate with marketing, design and partnerships to drive growth strategies and optimise content.
* Build a network and stay informed about industry trends, emerging topics and audience preferences to ensure content remains relevant and engaging.
* Ensure adherence to editorial guidelines, style standards and brand voice across all content.
* Closely monitor the content to maintain traffic and SEO ranking.
* Assign topics and manage contributors
* Attend industry events and represent Sassy Mama HK

KNOWLEDGE, SKILLS & EXPERIENCE:

* Degree holder with relevant working experience
* Good knowledge of Hong Kong and the parenting space
* Familiarity with WordPress, SEO and GA
* Knowledge of social media best practices
* Excellent time management and attention to detail
* Self-motivated and well-organized
* Excellent English writing and editing skills. Proficiency in Traditional and Simplified Chinese is a plus.

The applicant must be eligible to work in Hong Kong and be based in Hong Kong, (unfortunately we cannot sponsor a visa).

Please send your CV and cover letter to: jobs@sassymediagroup.com detailing why you are interested in the role.

Subject line: Sassy Mama Senior Editor - Your Name