



POSITION DESCRIPTION

JOB TITLE: Editorial Assistant (Sassy & Sassy Mama Hong Kong)

REPORTS TO: Managing Director

SUPERVISE OTHERS: No

LOCATION: Sassy Office Hong Kong (1 day in office, 4 days remote)

DRAFTED BY: Managing Director

REVIEW DATE: 20 September 2023

Are you passionate about producing engaging content, written in an accessible and conversational style? Do you want to learn more about SEO and editorial administration, and see how your work achieves results? Do you love exploring our city and finding out what's new and exciting?

If you have a passion for writing and you're eager to kickstart your career in the media industry, this might be the perfect opportunity for you. Working across a range of categories such as Eat & Drink, Travel, Beauty, Family Life and Parties & Play, you will be able to bring these to life with creative and thoughtful content that is both timely and accurate. You will have the opportunity to learn from the experienced Sassy and Sassy Mama Editors, contribute to exciting projects and develop your skills in a fast-paced and creative environment.

PURPOSE OF THE POSITION

The main purpose of the role of Editorial Assistant is to support the Editors to ensure all content related to the sites are prepared and uploaded either onto the site

or in the weekly newsletter. The role is an administrative support role supporting our Sassy and Sassy Mama sites in Hong Kong.

ROLES & RESPONSIBILITIES

- Support the Editorial team with various tasks including research, fact checking and proofreading and scheduling content.
- Uploading daily posts to site and format as needed with images and links.
- Help to optimise content for SEO.
- Keep up to date with current trends and news and assist in timely content creation.
- Collaborating with the team to brainstorm ideas, and develop story angles.
- Handling any article corrections/updates that may be requested.
- Creating all EDMs, including advertorial EDMs and the Weekly newsletters.
- Opportunity to attend and cover events with the Partnerships & Editorial teams.

KNOWLEDGE, SKILLS & EXPERIENCE

Education & Experience

Skills & Competencies

- A strong passion for writing with excellent grammar, spelling and proofreading skills.
- A keen eye for detail.
- Knowledge in WordPress is preferred.
- Time management skills, including the ability to keep to tight deadlines.
- A proactive and self-motivated attitude, with a willingness to learn and take on new challenges.
- A genuine interest in Hong Kong's lifestyle and culture scene, and keeping up to date with the latest trends.
- A degree in journalism, communications, or related field is preferred but not required.