

Digital Editor Role Feb 2019

Are you an experienced Digital Editor? A writer who thrives in a start-up environment and is passionate about innovation?

Springwise is a crowd-sourced, B2B, subscription based, digital innovation hub, which has rapid growth ambitions. We are looking to expand our editorial team to ensure we keep our audience ahead of the curve with the best, inspirational content.

Springwise discovers and publishes entrepreneurial and start-up innovation ideas, as well as reports and proprietary content. Through this information, Springwise inspires a broad range of people. These include business and government leaders, entrepreneurs, university professors, investors and others. Springwise's consistently surprising content transforms how leaders think and work in today's rapidly changing environment.

Our mission is to be the place of record for innovations that matter.

Role overview

The role of the Digital Editor is to manage all aspects of running Springwise editorial output. This includes selecting and publishing content, managing writers, rewriting content as needed, writing newsletters and original features, overseeing social media content, helping to develop social media and outreach strategies, and enhancing the Springwise editorial proposition.

As editorial lead, you must be adept at identifying the most important innovation developments across sectors, reporting on breaking news and crafting proprietary stories on key industry trends, as well as newsletters.

The objective is to produce compelling and valuable content daily, to develop and grow the audience, and to tailor focused content to audiences.

We are a lean editorial team of three and this role will have one report.

Key Skills

- Ability to write engaging content for a digital audience is key. A keen interest and knowledge of international trends and innovations across technologies and sectors is preferable.
- Ability to write with SEO in mind and build SEO and social content strategy for growth and engagement.
- Able to manage the Content Management System. A good working knowledge of WordPress is essential.

- Experience managing digital content workflow processes, working with freelance writers, and commissioning copy through to publishing content on all platforms.
- Experience with Dotmailer/other email providers is desirable.
- Applied knowledge of web analytics with the ability to surface, understand, and make decisions based on data.
- Ability to work collaboratively and understand requirements for the business while championing high quality editorial content.
- Ability to manage budgets to agreed levels.
- Experience in public speaking, commissioning and hosting podcasts would be advantageous. As would experience creating video content and cross platform distribution.

Minimum 3 years experience at Editor level.