

ROLE PROFILE

If you're an experienced Digital Marketer or/and Digital Editor with a keen interest for wine and/or spirits, we have the perfect role for you.

Role Title: Digital Content Editor

Reporting To: Content Director

Role purpose: Responsible for managing the digital content for IWSC and Club Oenologique, including commissioning and creating engaging subject matter to inform and entertain a global audience in order to deliver a significant audience growth.

Role Specification: Our new Digital Content Editor will be responsible for managing the digital content for IWSC and Club Oenologique, including commissioning and creating engaging subject matter to inform and entertain a global audience. This content is a key arm of our marketing strategy, helping us reach thousands of readers on a regular basis via our two websites, organic search and social media. You will have a strong experience of working in digital content development, social media and customer journeys. The successful candidate will use a content management system to create, upload, edit and publish content – including features written by freelancers – and ensure existing content is up-to-date and fully SEO-optimised.

Key responsibilities

- Be a gatekeeper for all content that goes onto our websites and social media
- Use your skills and keen eye to suggest new, innovative ways of engaging with our audience and expanding the market
- Take a strategic approach to digital content, maintain high standards and deliver a great customer experience
- Regularly audit and edit existing content to ensure SEO best practice
- Regularly measure the success of content performance and review content regularly to ensure it reaches thousands of readers
- Proofreading, line editing and SEO copy-editing text to match the tone and clarity our audience expects
- Writing supporting micro-copy (headlines, standfirsts, related links, etc.)
- Commissioning, editing and publishing freelance content
- Writing relevant and exciting copy. Providing sub-editing support as needed, ensuring copy is accurate, consistent and suited to the intended channel.
- Overseeing schedules and editorial digital calendars as well as setting deadlines across IWSC & Club O.
- Maintaining efficient and effective workflow to ensure that all digital content is produced on time.
- Upload, publish and edit content using our content management system
- Compiling and curating content for email newsletters
- Working closely with the Content Director to create briefs for industry experts and external contributors

- Overseeing content strategy across social media platforms
- In collaboration with the Content Director, generating content ideas to support the content strategy

Requirements

- Exceptional editorial skills with the ability to bring stories to life in an engaging way, including writing for the web, editing and picture selection and cropping.
- Strong editorial SEO experience, including working with SEO keyword tools/software.
- An ability to draw on both editorial and SEO know-how to create briefs for our experts and contributors.
- Digitally minded with a passion for the data side of web editing, including closely monitoring and interpreting performance and trends.
- Highly creative: full of ideas and with a ‘think-outside-the-box’ approach to idea generation
- Strong communication skills (written and oral)
- Enthusiasm, energy and the determination to achieve results
- Technically proficient – able to learn new tools and platforms quickly
- The ability to make strategic, commercial decisions
- A keen interest in wine and/or spirits
- May have worked within an editorial or digital marketing role previously
- A journalism background is not essential

The Digital Content Editor will be temporarily home-based.

Interested applicants should send a covering email and CV to Georgina.Swallow@iwsc.net

The closing date for this vacancy is 3 December 2020. Please note that should any suitable CVs be received while the advert is live then individuals will be invited to an interview and an offer may be made prior to the closing date.