

URBAN : LIST

EDITOR: NEW ZEALAND

Urban List is one of New Zealand's leading voices in media, helping you find and do more of what you love. We're all about helping you to live your best life, from making the most of the city you live in, to uncovering the best travel experiences of you live, and keeping things effortlessly dialled across style, health, entertainment, career and finance.

Our team and the brand they've built is our competitive advantage: lovers of food, travel, gifs and urban culture. And it's our challenger culture that's established us as one of New Zealand's most influential independent media companies; on a mission to create awesome experiences for audiences, agencies and brands.

A rare opportunity has opened up to lead our New Zealand team: owning the editorial direction as we extend our brand beyond its Auckland roots, expanding to cover the best experiences across the country.

As Editor, you will create, commission and edit engaging content across all of Urban List New Zealand channels – on site, EDM, Facebook, Instagram and... who knows what the future holds!

Your passion for editorial, video and social content (and all things digital) will see you inspire your peers, drive audience growth, chase newsworthy story angles and ultimately result in **producing traffic-driving, engaging content that builds both the loyalty and scale of our New Zealand audience.**

The best part? You'll be working with passionate, talented individuals who love what they do just as much as you.

KEY RESPONSIBILITIES

- Managing and motivating a team of content creators (external contributors, photographers and videographers), developing and delivering exceptional content across all channels, including articles, videos, the business directory, social posts and eNewsletters.
- Taking an active role in developing your own skill base and education, while contributing to building the skill sets of other team members.
- Creating and commissioning content that drives audience growth, reader engagement and, where applicable, delivers on client goals
- Managing a best practice SEO program
- Accompanying the sales manager to select client meetings and pitches, supporting with editorial insights and audience intel
- Collaborating with the marketing team to maximise distribution and effectiveness of content

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- Setting benchmarks and processes for maintaining quality, integrity, timeliness and authenticity
- Establishing and managing monthly budgets, traffic and engagement targets; analysing variances and providing insights to the Urban List team
- Working closely with team members across all cities to ensure seamless collaboration and efficient leveraging of content
- Proactively monitoring trends across other media platforms, engaging in industry best practices and delivering insights to the team

KEY REQUIREMENTS

- Minimum 5 years' experience in creating, managing and distributing content, preferably online
- A passion for, and broad knowledge of New Zealand culture
- Strong leadership skills, with a proven record of achieving business targets
- Excellent communication skills — written and verbal
- Hands on experience establishing and interacting with online communities. Expertise with email marketing, SEO and social media a plus
- Broad content creation skill set, including writing, editing and management of photography/image-based assets.
- Experience with photography and video content creation
- Experience collaborating with sales and/or creating branded content a plus
- Excellent organisational and management skills. Attention to detail is a must
- Willingness to attend various events and functions (sometimes outside of regular hours) as the Urban List brand representative
- Self-motivated with the ability to work autonomously
- Flexibility to travel — some travel may be required
- Desire to collaborate with, and contribute to, a proactive start-up team
- Journalism, communications or editing/publishing qualifications a plus

APPLICATION PROCESS

To apply for what is probably the best job going in town, please send a cover letter, CV and an on-brand writing sample to editorakl@theurbanlist.com. Applications close Thursday, May 30, 2019.