



# POSITION DESCRIPTION

Position Title: Editor, *Finance Director* magazine

Reporting to: Regional Editorial Director

Intro: The new editor of *Finance Director* needs to lead the conversation in the profession that it covers. The editor needs to not only ensure we are covering all news, trends and developments in our industry but must be confident to take a point of view and be prepared to defend it. This would happen through the editor's letter, by the way the editor conducts himself at industry events and in the final product the editor produces each month.

*Finance Director* is at an extremely exciting time in its development and needs an editor with vision who can do everything from bring the magazine out on time, to MC a fast growing events program, to create and realise a strong strategic vision for the *Finance Director* website. But above all the editor must be a leader.

Lighthouse is a progressive publishing company with a fast growth outlook which is challenging most of the prevailing norms in publishing in Singapore and we expect our editors, and any new hires, to be prepared to rethink a lot of what they may have already learned. Lighthouse is egalitarian, inclusive,

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## Aim of Position:

- ◆ To launch and lead *Finance Director* magazine into its next phase of growth and maturity.
- ◆ To monthly produce an excellent editorial product which surprises and delights its readership.
- ◆ To mentor and develop the *Finance Director* magazine team to ensure they receive excellent direction and leadership and feel part of a strong, loyal and competitive team.
- ◆ To become an authority on finance management and Asia's Finance Director community and to nurture an excellent list of contacts.
- ◆ To personally skill up where required and increase business management knowledge in order to run the magazine as the business it is.
- ◆ To generate new ideas for the *Finance Director* to ensure it is innovative and in step with new trends both for the print magazine and online presence.
- ◆ To take ownership and drive the *Finance Director* online strategy.

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### Key Performance Areas:

- ◆ Increasing readership figures
- ◆ Reputation of the magazine
- ◆ Editorial staff management
- ◆ Marketing assistance, especially to ad sales, events, & circulation
- ◆ Magazine ambassador

## CRITICAL TASKS

### Increasing audience figures

- ◆ Propose, agree and exceed the magazine's non-financial targets;
- ◆ Be in touch with both users and vendors in the Finance Director space in order to know where their interests lie and how *Finance Director* can better meet them by:
  1. Maximising reader contact
  2. Ensuring the availability to the editorial team of all in-house research e.g., reader polls, web reports, event feedback forms, EAB forms, *the Finance Director Database* analysis, EAB Lunch transcript, etc
  3. Ensuring the availability to the editorial team of all external research;
- ◆ Maintaining production quality and adhering to deadlines;
- ◆ Constant innovation: developing new and interesting content areas;
- ◆ Finalising topics and securing speakers for events which fall under the *Finance Director* brand;

### Cost control

- ◆ Adhering to pre set and agreed external editorial and pictorial budgets;
- ◆ Controlling and minimising internal editorial expenses Eg, salaries, travel, entertainment, etc;
- ◆ Explore possible ways of sharing editorial resources with other Lighthouse publications;
- ◆ Ensure the *Finance Director* magazine team takes advantage of every available economy of production E.g.; print run, magazine pagination & construction, page strip-ins, additional film costs, etc;

### Reporting

- ◆ Informal regular reports on editorial staff development and progress;
- ◆ Informal regular reports on the condition of the market in which *Finance Director* operates;

### Staff Management

- ◆ Editorial team training;
- ◆ Editorial team motivation;
- ◆ Editorial team leadership;
- ◆ Editorial team building;
- ◆ Editorial team development in order to make oneself redundant;
- ◆ Maintaining and developing quality contributors;

**Marketing**

- ◆ Assist the sales manager in the formulation of product marketing material and PR guidelines;
- ◆ Assist the Events Manager in the formulation of marketing material;
- ◆ Assist the Circulation Manager in the formulation of subscriptions marketing material;

**Magazine Ambassador**

- ◆ Be visible – attend parties, press conferences and other media events whenever possible;
- ◆ Help build *Finance Director* magazine's reputation in the market. For example:
  1. "I'll talk to *Finance Director* magazine only/first" amongst the audience
  2. "I'll agree to an exclusive" amongst PR agencies
  3. "I want to work for them" amongst other media professionals
  4. "They've got things worked out and they're on top of it" amongst suppliers;

**Other**

- ◆ Provide general editorial expertise and advice as required;

**SKILLS REQUIRED AND PERSONAL ATTRIBUTES:****Skills**

- ◆ Excellent story development skills;
- ◆ Excellent writing/editing skills;
- ◆ High attention to detail;
- ◆ Strong planning & time management skills and the ability to prioritise;
- ◆ Good verbal, written communication skills;
- ◆ Staff management and training skills;
- ◆ Problem solving skills – common sense; and
- ◆ Strong computer skills especially in the areas of Word, Excel and ACT!.

**Personal Attributes**

- ◆ Team player and leader;
- ◆ Trustworthy, honest, professional and discreet;
- ◆ Sense of humour;
- ◆ Confidence in own ability;
- ◆ Common sense and initiative;
- ◆ Ability to be successful without supervision and with, at times, minimal management direction;
- ◆ Ability to maintain a positive, motivational, "get things done" attitude, especially when faced with difficult circumstances; and
- ◆ Strong work ethic.

**Qualifications**

- ◆ Degree in Arts, communications, or related field;

**Required Experience**

- ◆ Four years journalism experience; and
- ◆ Two years senior editorial experience.