

POSITION DESCRIPTION

Position Title: Editor, *Marketing* (Singapore edition)

Reporting to: Tony Kelly, Editorial Director

Introduction

The *Marketing* editor needs to lead the conversation of the marketing profession and of the industry it covers. The editor needs to not only ensure that the brand covers all news, trends and developments in the marketing services 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 him/herself at industry events and in the final product the editor produces each month in print and each day online.

With international expansion, *Marketing* is at an extremely exciting time in its development and needs an editor with vision who can do everything from bringing the magazine in on time, to emcee-ing a fast-growing events program, to creating and realising a strong strategic vision for the *Marketing* brand.

But above all, the editor must be a leader; externally amongst marketing chiefs and industry leaders and internally to a young but talented editorial team.

Aim of Position

- To lead *Marketing* into its next phase of growth and maturity – increasing the magazine’s readership, the e-bulletin’s open rates, the website’s traffic and the events’ attendance amongst the right people;
- To monthly produce an excellent editorial product which surprises and delights its readers;
- To lead, mentor and further develop the *Marketing* editorial team to ensure they receive excellent direction and leadership and feel part of a strong, loyal and competitive team;
- To become an authority on marketing, advertising, media and new media in order to appear regularly on TV and radio business news programmes and in the business sections of metropolitan newspapers;
- To build, nurture and exploit an excellent list of contacts from both the marketing profession and the marketing services industry;
- To personally skill up one’s business management knowledge in order to contribute positively to *Marketing* as a business without compromising editorial integrity;
- To continue to develop and grow with the company with a view to one day taking on a more senior role within the company; and
- To generate new ideas for the *Magazine* to ensure it is innovative and in step with new trends both for the print magazine and online presence.

Key Performance Areas

- *Marketing*’s audience figures.
- Data to day editorial management.
- Editorial staff management.
- Brand ambassador.

Critical Tasks

Marketing's audience figures

- Devise, implement and continually revise strategies which will see *Marketing* exceed its readership, traffic and open-rate targets;
- Devise, implement and continually revise strategies which will see *Marketing* exceed its scoop targets
- Be in constant touch with senior client marketers and agency executives and develop an unrivalled understanding of their objectives and frustrations in order to deliver content which they regard as compelling;
- Become an authority on the world's advertising & marketing magazines, websites and email newsletters – the good and the bad – in order to be constantly inspired by good and bad ideas;
- Constant innovation: developing new and interesting content areas; and
- Assisting on topic selection and advising on speakers for events which fall under the *Marketing* brand.

Day to day editorial management

- Adhere to agreed internal and external editorial & pictorial budgets, constantly strive to come up with ideas to achieve better results with the same or lower investment and always be part of the budgeting process;
- Continually look for ways to improve editorial workflow in order to minimise errors, beat deadlines and improve communication amongst all *Marketing* editors and editorial teams;
- Be on the constant lookout for talented contributors to add to your stable of freelancers;
- Keep a running plan on the current objectives for the week and for the month, track its progress and make modifications when necessary; and
- Proactively solve editorial/advertising conflicts as they arise.

Staff Management

- Communicate the editorial plan to the editorial team to ensure that every member of the team understands the overall objectives and the role that each individual member has to play in the plan;
- Implement six-monthly performance appraisals for each member of the editorial team and ensure that each team member's performance metrics are linked to each team member's role in the overall editorial plan;
- Introduce and stick to a weekly training programme which aims to reduce and eliminate the editorial team's weaknesses.
- Position the editorial team to the individual strengths of the team members to ensure that the team is operating at its full potential;
- Lead and inspire the editorial team and motivate them to try harder and take more risks in order to achieve their objectives; and
- Identify and work with the high performers on the editorial team and fast-track their development in order to make yourself redundant.

Brand Ambassador

- Emcee the events which fall under the *Marketing* brand;
- Be everywhere – never decline an invitation to:
 - an industry party or function
 - casual after work drinks
 - sit on an awards judging panel
 - be interviewed on-air, in print or online
- Play a leading role in deciding how *Marketing's* brand attributes should develop over time.



Required skills and personal attributes

Skills

- Excellent story development skills;
- Strong 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.

Personal Attributes

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

Qualifications

- Degree in Arts, communications, or related field;

Required Experience

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