

we're hiring— editor, lifestyle

Job Title: Editor, Lifestyle

Job Type: Full Time, Permanent

Location: West End, Brisbane

Supervisor: Chief Content Officer

Starts at 60 is Australia's most dynamic digital media, travel, and marketing affinity brand. We're Australia's 2017 Media Brand of the Year (Mumbrella), the #1 Seniors Influencer, and we're setting our sights on rapid growth in the US.

We're looking for an experienced writer and social media producer to be a core part of our growing team and help build the next phase of our business' growth. The role is an exciting career move for an ambitious writer and social-media enthusiast who'll split their time between building out our Lifestyle pillar and writing trending news and features stories and related content.

The person we're seeking has a good nose for what interests our audience and the desire to deliver awesome content that they're going to love, engage with, and share.

The role is full-time, with some early mornings and weekend hours (on a rotational basis), the details of which will be discussed with shortlisted candidates.

Main Duties:

- Listen to, engage with and grow our audience through content programs that inform, entertain, emote and generate debate and conversation
- Drive and be accountable for the coordination, management, delivery and performance of the Lifestyle content pillar, which requires the Editor to develop a content strategy and execution plan across topics such as style, fashion and beauty, nostalgia and craft among others
- Undertake regular trending content shifts that require the ability to write breaking or viral stories at speed to a high degree of accuracy
- Utilise various platforms such as Google Analytics, Nielsen and Facebook Insights to continually analyse and optimise performance of pillar content
- Regularly manage Starts at 60's social media output
- Contribute to, uphold and improve our editorial standards and guidelines so content is consistent with our brand, voice, style and tone
- Develop and liaise with key internal and external stakeholders including commercial clients, PR agencies, industry and government
- Work closely with our commercial team to deliver exceptional outcomes for our clients and their content-driven campaigns
- Collaborate with the products and sales teams to maximise sponsorship opportunities across categories, video programming and other bespoke content ideas
- Look to the outside world to stay up with and even ahead ahead of social media and digital trends and how various platforms and technology can improve our business and the broader performance of content

Must-Have Skills:

- A great eye for the breaking news that best suits our social media audience
- A good grasp of traditional reporting skills such as newswriting, interviewing, building contacts, becoming a sector specialist and understanding a unique audience
- Excellent time-management skills in order to balance writing requirements within tight deadlines
- Knowledge and use of Facebook, Wordpress, Adobe Creative Suite, Facebook Insights and Business Manager, and Google Analytics in a highly engaged media environment
- The ability to work cooperatively in a close-knit reporting team
- Top-notch written and verbal communications
- An understanding of social media audience management
- Experience in the use of content management systems
- Experience working with video, graphics, and other multimedia to complement text content or as a standalone
- Ability to multi-task, prioritise projects, and communicate progress and expected milestones
- An ability to work with minimal supervision to produce good results.

Qualifications:

- Whilst a degree in journalism/media/communications is preferable, nothing beats experience!

Soft Skills:

- A connection with, a strong understanding of the needs of, and an interest in the over-60s age group

Experience:

- Three years in a newsroom or a real-time content environment, preferably in a digital-focused role
- Proven experience in developing coverage strategies and delivering on them to build audience in a specialist topic

We're looking for someone special to join an amazing team of purple squirrels (unicorns are so 2016). Submit your application to admin@startsat60.com and make sure you stand out from the crowd.