

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Creative Content Manager
POSITION TITLE:	Managing Editor (Digital/Blog)	DIRECT REPORTS:	N/A Responsible for managing third party freelance relationships
DEPARTMENT:	Marketing Services + Innovation	LOCATION:	Melbourne

POSITION PURPOSE:

The Managing Editor (Blog) role is responsible for contributing to the Group's content strategy, coordinating blogs across all major brands, managing roster of content contributors, developing and maintaining tone of voice across all major brands, managing a central content budget and producing dynamic content to reflect business needs.

The Managing Editor (Blog) role will execute key priorities including:

1. Contributing to the Group's content strategy blogs and social media, establishing the brands as thought leaders and reputable sources of entertainment and information.
2. Coordinating regional blog writers and central content creators to ensure that blog content is always a high standard, meets business objectives and preserves brand integrity, and is scheduled into the content calendar.
3. Facilitating knowledge sharing and driving best practice in content production for blogs across all Regions.
4. Developing a program to increase staff participation in content creation.
5. Working with the Digital team to improve the usability of the blog interfaces, updating them when necessary
6. Identify and manage a roster of freelance content producers (blog) to ensure there are no bottlenecks in production.
7. Manage and help develop brand tone of voice, alongside the Brand Manager
8. Manage a central global content budget that will support blog platforms, social development and content creation.
9. Ensure all content (blogs and social) represents the core values of each brand.
10. Liaise with stakeholders within the company to ensure the blog is meeting key business objectives across all departments

QUALIFICATIONS AND EXPERIENCE

A degree in communications, marketing, advertising, new media or a related field

Expert knowledge of content marketing and editorial management with extensive experience creating and supervising channel accounts for multiple brands

Experience in content creation and the development and implementation of strategic initiatives

OTHER SKILLS AND ATTRIBUTES

Excellent verbal and written communication skills

Strong familiarity with online marketing best practices, including developing and managing digital marketing campaigns, integration of interactive media in a blog context

Experience in copyediting and developing brand tone of voice

Great interpersonal skills and the ability to work with cross-functional teams

Ability to work autonomously whilst managing multiple projects and competing deadlines

Ability to act as a frontline brand manager interacting with customers and fans in real time and various platforms

A flexible approach and a willingness to work nonstandard business hours

Ability to write professionally for a varied audience

Highly self-motivated, willing to experiment, thrives on change

Ability to create content in the field, interview subjects and present content on various CMS platforms

Creates a culture of continuous business improvement:

An understanding of content and its relation to search

An understanding of and belief in The Intrepid Group's core values & style of travel

Sense of humour

Operational Accountabilities of Role	• Benchmark Measure
Global blog management	<ul style="list-style-type: none"> • Manage the effective implementation of a blog strategy that aligns with marketing and PR objectives and engages audiences. • Strategizing along with Global PR and Social Content Manager to create content for lead campaigns. • Establish the Intrepid Group’s brands as a thought leaders and reputable sources of information and entertainment.
Content Distribution and Channel Management	<ul style="list-style-type: none"> • In consultation with Creative Content Manager and Regional Marketing GMs, develop and implement a multi-brand editorial calendar of content across relevant platforms. • Ensure content is effectively distributed across social media channels and through third-party channels. • Analyse and optimise blog activity based on trends, and results. • Search for and develop new distribution models for blog content
Maintain and develop cross brand tone of voice	<ul style="list-style-type: none"> • Work alongside the Brand Manager to develop tone of voice guidelines across all brands. • Ensure all content is produced in line with existing tone of voice guidelines, and is an accurate reflection of the brands. • Prepare tone of voice training modules and documentation to be used by staff
Support regional empowerment	<ul style="list-style-type: none"> • Build excellent collaborations with Regional Content Editors and Marketing Managers to ensure the blogs are supporting content campaigns and commercial requirements. • Develop and coordinate a number of staff blog champions in regional offices to drive the global blog strategy in those regions. This may include identification of content partnership opportunities, pilot initiatives, thought leadership and knowledge sharing.
Monitoring and reporting:	<ul style="list-style-type: none"> • Provide regular and relevant reports on the effectiveness of the Intrepid Group’s blog strategy, including website traffic, engagement and sales. • Work closely with the Insights team to identify content opportunities.

ENCOMPASSING THE FOLLOWING BRANDS/ PLATFORMS:

Intrepid: Blog, Facebook, Twitter

Peregrine: Blog, Facebook, Twitter

Geckos: Blog, Facebook, Twitter

ATA: Blog, Facebook, Twitter