



Engagement Editor

CHStoday | Charleston, SC

Full-time Position

CHStoday overview:

[CHStoday](#) is a community-focused lifestyle brand and new media product consisting of a daily morning email publication, website with original editorial content, and social media platforms providing consumers with everything they need to know to start their day and bolster their lifestyle in Charleston, SC. Produced for the community by members of the community, its vision is to create the most engaged, loyal readership and follower base in the Lowcountry, establishing CHStoday as Charleston's daily, must-read local multimedia content product.

CHStoday is part of an emerging and rapidly growing network of community-centric digital media brands – part of a new era of local media, focused on engagement + innovation in our cities. Meet our sister brand, [GVLtoday](#), launched in July 2016.

Engagement Editor overview:

Objective: Lead content planning, brand engagement, and user acquisition in market.

- Lead Multimedia Producers in delivering newsletter and social content to market daily, free of content and editing errors.
- Create, implement and iterate processes for content planning and management; tone, style, and editing; technology; social media strategy and engagement strategies. Work collaboratively with Engagement Editors from other markets in developing scalable processes that can be replicated in other markets.
- Drive increased brand engagement through launching and leading Contributor and Ambassador programs and high-yield engagement initiatives (low-cost and management; high participation, brand awareness and user acquisition).
- Have ear to the ground in market to stay in-the-know and identify new opportunities for brand engagement.

Key tasks:

- Daily
 - Lead producers and interns
 - Daily content assessment and direction
 - Copyedit daily newsletter
 - Daily feedback
- Ongoing
 - Management
 - Manage two Multimedia Producers, two quarterly Interns, Contributors and Ambassadors; lead weekly and daily review and planning meetings; work collaboratively with fellow Engagement Editors
 - Content planning
 - 30-day, 90-day, 6 month; Native Content with Partners; Contributors
 - Analytics
 - Set and reach user acquisition goals; deliver monthly reports to clients
 - Website
 - Develop and train staff on processes to upload content; use SEO and other tools to drive traffic



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- Social media
 - Iterate strategy based on metric trends, audience engagement, etc.; oversee seamless implementation of content across multiple platforms; manage budget
- Growth
 - Develop scalable processes; support management; new technology/tools/etc.; increase brand engagement and user acquisition
- Contributor and Ambassador Programs
- Partner relationships
 - Be point-of-contact for partners for cross-promo, events, giveaways, etc.

Qualifications:

- Bachelor's degree in communication, journalism, marketing, business or a related field
- Have 2+ years working in an innovative media or communications environment
- Be a self-starter and passionate about learning and implementing new media strategy
- Have leadership skills to thrive in the office, industry, and community
- Be an engaged member of the community, representing CHStoday as a lifestyle
- Have strong knowledge of social media strategy, SEO tactics, website management
- Ability to handle conflict in a professional manner with management and subordinates
- Ability to train, delegate and work as a team with with management and subordinates
- Ability to handle criticism, market feedback, and differing opinions in startup culture
- Ability to make and justify recommendations that support business objectives

Recommended qualities:

- Interest: In escaping boring 500-word deadlines or assignments, with a desire to explore new story formats and produce engaging short-form content.
- Personal drive: Self-starting, clever, confident, passionate, witty, humble, fun and a little bit edgy. Ownership of your brand, your opinion, and your voice.
- Hustling: Seek and absorb information, filter and adapt, purge the noise, then produce good, clean content, fast. Deliver & repeat.
- In-the-know: Connected to local influencers and movers & shakers; involved in the community; seeking out new information to deliver top-notch content. Have a pulse on your city.

What we offer:

- Full time, competitive salaried position.
- Flexible schedule. Working 9-5 isn't realistic; plus we expect that you'll be networking and attending events with us after hours, too.
- Our family is your family. We'll bring you into the fold and introduce you to our growing network.
- Fuel for your future. We'd love to pick up the tab for classes, conferences, books, and more that support your career development.

How to apply:

Send a brief cover letter (no need to be formal), resume and work samples to hello@thechstoday.com. We will do our best to respond individually to all candidates.