

Remote Senior Editor – Swash Digital

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Company: Jobspaddy

Location: Kenya

Category: arts-design-entertainment-sports-and-media

Responsibilities will include:

Editorial Leadership: Provide guidance and leadership to a team of writers, editors, and content creators, fostering a collaborative and creative environment. Ensure the team's work aligns with our brand voice, quality standards, and target audience.

Content Strategy and Monetization: Collaborate with the management team to develop and execute the content strategy, identifying trending topics, industry insights, and audience preferences. Explore monetization opportunities through sponsored content, partnerships, and other revenue-generating strategies.

Digital Marketing: Lead and implement digital marketing strategies to increase website traffic, engagement, and audience growth. Utilize various channels, including social media, email marketing, SEO, and paid advertising, to maximize reach and visibility.

Digital Growth: Lead and oversee the digital growth strategies for The Love Central brand, focusing on web traffic, email list growth, social media followers growth, and content engagement growth

Multimedia Content Creation: Drive the creation of engaging multimedia content, including video programs, podcast programs, interviews, and live sessions on social media platforms such as Clubhouse, Instagram Live, TikTok Live, and more. Collaborate with the creative team to develop innovative and captivating content formats.

Event Organization: Organize and lead virtual events, workshops, and webinars to further

engage our audience and establish The Love Central as a thought leader in the industry. Coordinate with external partners, speakers, and influencers to create impactful and memorable events.

Team Coordination: Coordinate and prioritize assignments, ensuring timely delivery of content and marketing campaigns. Maintain an editorial calendar and event schedule, ensuring all deadlines and milestones are met. Foster strong relationships with contributors, freelancers, and external partners.

Requirements:

Minimum of 5 years of experience in editing, digital marketing, content creation, and event organization, preferably in a digital media environment.

Strong command of the English language with exceptional writing, editing, and proofreading skills.

Proven experience in managing and leading teams, with a track record of driving successful digital marketing and business development strategies.

Excellent organizational and time management skills, with the ability to handle multiple projects simultaneously.

In-depth knowledge of digital content best practices, SEO, social media trends, and monetization strategies.

Proficiency in content management systems, preferably WordPress.

Familiarity with video and audio editing tools, social media platforms, and live streaming technologies.

Creative mindset with a passion for storytelling and creating engaging multimedia content.

Ability to work remotely and collaborate effectively in a virtual team environment.

Application

If you are an experienced and passionate Senior Editor with a strong background in digital marketing, business development, content creation, and event organization, we would love to hear from you. **In your cover letter, please also include your salary expectations and**

availability.

At The Love Central, we value diversity and inclusivity, and we encourage individuals from all backgrounds and experiences to apply. We believe that a diverse team fosters creativity, innovation, and a richer exchange of ideas.

Please note that only shortlisted candidates will be contacted for further evaluation and interviews. We appreciate all applicants for their interest in joining our team.

Join us on our mission to inspire, educate, and empower our audience through compelling and meaningful content. Together, let's make a positive impact in the lives of individuals worldwide. Apply now and be part of The Love Central's journey to success.

We look forward to receiving your application!

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