



## POSITION DESCRIPTION

JOB TITLE: Editor - Sassy Media Group

REPORTS TO: Managing Editor

SUPERVISE OTHERS: No

LOCATION: Hong Kong

DRAFTED BY: HR

---

### **PURPOSE OF THE POSITION**

The Editor of Sassy Media Group is responsible for creating original and creative lifestyle content on the Sassy platforms and for identifying ways to increase page views on the sites to maintain readership and engagement levels. This role encompasses writing and editing work, which includes regular editorial features, promotional text such as paid-for advertorials and copywriting for various other joint special projects. The Editor will also be responsible for working with and managing a team of outside bloggers and contributors who produce content for the websites. In addition to writing responsibilities, the Editor is also responsible for daily content - postings on the social media pages and working with internal team members to make sure other Social Media Channels are in line with the Sassy tone and branding.

---

### **ROLES & RESPONSIBILITIES**

#### **Responsible for all editorial content**

- Planning, coordinating, writing and editing the sites' daily posts

- Editing posts in collaboration with the editorial team and working to schedule them on the backend
- Writing weekly roundup/feature story
- Regularly review Sassy and Sassy Mama content using google analytics and Ahrefs to maintain traffic and SEO ranking
- Acting as key writer on the sites as needed for reviews and advertorials
- Determining the content line-up for the weekly newsletter as needed
- Together with the Sassy editorial team contribute to the growth strategy to increase session numbers
- Working with the Partnerships Team as needed on advertorial and marketing promotions
- Drafting Sassy and Sassy Mama marketing text and materials as needed
- Supporting and fostering a collaborative relationship with the Partnerships Team
- Representing Sassy and Sassy Mama at events organised by the Partnerships/Marketing Team where necessary to build and maintain business relationships.

#### Others

- Answering editorial inquiries and social messages as needed
- Posting topical links on social media to increase user interaction (trending news stories, reels etc).
- Acting as a Sassy and Sassy Mama Ambassador by attending industry events, including press events, shop openings, tastings etc. and writing about these events/posting on social media.
- Managing relationships with local PR agencies and vendors. Proactively asking for event updates and making sure events are covered.
- Projects including helping to write and edit new sections on the site, Sassy Awards, themed campaigns, internal press releases, etc.

#### KNOWLEDGE, SKILLS & EXPERIENCE

##### Education & Experience

- Degree holder with relevant working experience
- Previous experience in an editorial or web-related position is an advantage

##### Skills & Competencies

- Writing experience; particularly, a strong interest and talent for producing innovative and original lifestyle content
- Knowledge in WordPress and in any image editing program is preferred
- Proven familiarity with SEO and social media best practices
- Time management skills, including the ability to keep to tight deadlines
- An eye for detail, together with the ability to proofread
- Pleasant working attitude, outgoing, self-motivated and well-organized
- Excellent written skills in English
- For the right candidate, part-time will be considered

**The applicant must be eligible to work in Hong Kong with a Hong Kong visa.** Please email [jobs@sassymediagroup.com](mailto:jobs@sassymediagroup.com) with your CV, cover letter and salary expectations.