

EDITORIAL LEAD AND CONTENT OPTIMISATION SPECIALIST, ENTERTAINMENT

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 120 staff and content providers. Our own and partner sites achieved 475m page views in the third quarter, from 305m users.

We are looking for an Editorial Lead and Content Optimisation Specialist to work across GRV Media's Entertainment brands, HITC, The Focus and Reality Titbit. To be a candidate for this role, you will have worked for a successful global publisher that attracts visitors through Google organic, Discover, social media and aggregation and email sources.

Reporting directly to the GRV Media's Director for Entertainment, Gaming & Culture Content, your other key relationships in this role will be our Social Media Director and SEO Lead. As Editorial Lead for Content, you will draw on your writing and editing experience and be responsible for the majority of the daily output across the Entertainment sites, ensuring best practices are embedded into all content.

As well as the big picture, each site will require its own stewardship around its unique strategy and tactical needs. You will ensure content optimization across all areas of the article; writing, structure, graphics and SEO, to ensure good organic reach and engagement on social media and communities.

Candidates will have exceptional working knowledge of social media, Google Discover and Google search, and be able to demonstrate a good all-around experience in optimizing content to increase views.

Main areas of responsibility:

- Providing editor coverage for a team of 12+ FT writers and freelancers
- Liaising with head of Entertainment and head of Social Media to ensure best practice in writers' work
- Ensuring that tags, meta-descriptions, related keywords and copy is optimised for SEO

- Providing feedback and training video tutorials to writers
- Optimising titles and graphics for Google and social media platforms
- Provide feedback and offer solutions on the development of writers in executive meetings

Key skills:

- Managing writers with one-on-one feedback
- Writing headlines for Google, SEO, social media and news aggregation purposes
- Optimising images for Google, Social Media and SEO purposes
- Working with the Yoast SEO tool on Wordpress
- Knowledge of media laws, sensitive and libellous content

Benefits:

- Taking the lead on interesting projects with interesting people
- A competitive salary depending on experience
- Discretionary bonus scheme
- Company Pension contribution
- A professional but friendly working environment

Applying

Apply via email using the link below. Include your CV, a little bit about you, some examples of projects you've worked on, and why you'd like to work with us.

[Apply Here](#)

If we think you're a good fit we'll arrange a telephone call with you soon after that.

We are an equal opportunity employer.

Seniority Level
Mid/Senior level

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing & Advertising

Job Functions
Editorial, Journalism