

DEPUTY HEAD OF AUDIENCE, ENTERTAINMENT AND GAMING

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 125 staff and content providers.

We are currently looking for a collaborative, data-driven reporter with a strong journalism background to become our Deputy Head of Audience for HITC Entertainment, Reality Titbit, The Focus, DualShockers and our new student website Freshered.

The Audience team works closely with our Social Media and Content production teams across Entertainment, Gaming & Culture. And as Deputy Head of Audience, you will be both a senior editor and deputy in leading a team which will create engaging content for our social media channels and undertake editing and brand advisory responsibilities when required.

You will assist in identifying social media friendly-led articles and collaborate with social media and other teams to produce engaging content for our websites, with a strong focus on brand.

The role will also draw on your writing and editing experience ensuring best practice is embedded into all content, and ensure all articles are optimised to attract visits through Google Discover and organic, social media, email newsletters and news aggregation services.

To be a candidate for this role, you will have worked for a successful global publisher and have demonstrable experience in increasing traffic from multiple sources.

Key responsibilities:

- Assist train and lead writers to excel within the Audience Content team
- Execute article ideas and topics that work for social and assist the Audience Content team and other writers across brands accordingly
- Ensure all stories meet editorial, SEO and social style guidelines while on shift
- Write your own and support reporters writing their own original features on trending topics
- Work collaboratively with Social Media to ensure the tone of voice is consistently in line with brand message, and assist with the execution of social strategy

- Deliver direct email marketing campaigns, ensuring that emails are effective, proofread for clarity, grammar and spelling and analyze campaign performance

Skills required:

- Strong understanding of viral content and proven track record of community management, growth and engagement
- Up-to-date knowledge of social media platforms and internet culture
- Track record of editing sensitive and contentious material - i.e allegations, lawsuits
- Strong writing skills and editorial judgement
- Ability to work at speed and flexibly in an environment which is partially news-driven and responsive, and partly requires longer-term planning and strategic awareness.
- Experience of deputising in motivating and developing a team

Benefits:

- Delivering 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 level

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing & Advertising

Job Functions
Editorial, Journalism