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# Example of Editorial Director Job Description

Our innovative and growing company is looking for an editorial director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for editorial director

* Gathers inspiration and puts together seasonal mood boards that translate the vision and creative concepts of the creative director for each season
* Conceptualize and direct still-life and flat photography to accompany the photography with all catalogs and PR books
* Partners and collaborate with the other creative departments to carry through the
* Urban Outfitters brand vision through additional projects, products, promotions, display, signage
* Research and gather along with the art director for print new methods to layout and treat photography content in the catalog and PR books
* Participate in the catalog and PR creative meetings as needed to develop an effective use for photographs within the different departments of Urban Outfitters
* Analyze usage patterns to strengthen editorial approach and maximize user engagement, work closely with Product leaders to help prioritize new features
* Consistently provide and execute upon a strategic editorial direction for USAnetwork.com that drives the very best UX, audience engagement and maximization of revenue potential
* Ensure editorial direction is consistently integrated and applied across USA Now and other mobile and product extensions of the brand, find new ways to leverage emerging media to engage users and support our brand
* Demonstrate a clear understanding of site's larger user behavior, engagement, and monetization goals and provide creative solutions to meet/exceed those goals

## Qualifications for editorial director

* 3 years design experience in publishing (magazines, catalogs, books), prepress and print production
* Experience working within establishing budgets, large scale distribution and tight deadlines
* Interest in fashion, culture, graphic design, and art photography necessary
* Broad knowledge of contemporary photography as it applies to the Urban Outfitters brand
* An intuitive understanding and vision of the Urban Outfitters brand and customer
* Working knowledge and understanding of print and prepress production