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# Example of Editorial Director Job Description

Our company is searching for experienced candidates for the position of editorial director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for editorial director

* Partner and collaborate closely with SVP Brand Creative and brand creative peers to ensure writing resonates, breaks new ground, meets goals and drives desired results team and brand-wide
* Attract, retain and develop top creative staffers internally build strong external talent relationships with comedic and conceptual writers to leverage by project
* Collaborate closely with internal and external stakeholders – building strong partnerships and process throughout the creative development and across all of Comedy Central
* Work effectively and excel in a fast-paced environment
* Translating the creative vision of the brand to digital channels by helping concept storytelling in partnership with the Creative Director and Art Director
* Work with Marketing, Merchandising, Creative and PR to build and manage an editorial calendar for digital content
* Leading copywriting freelance resources
* Generating and executing ideas that bring the Club Monaco brand to life, maintaining high creative standards
* Writing and overseeing all website content, email and digital advertising
* Communicating and distilling conceptual ideas to team

## Qualifications for editorial director

* Oversee all e-mail communications out to USA's consumer database, including regular HTML e-mails for Digital team, Brand Marketing team, Strategic Marketing team, and others around events and promotions in support of show launches, in support of noteworthy initiatives and quarterly announcements
* Manage video process from scheduling to publish of video assets across all USA Network series
* Create microsites featuring Webisodes, Photo Galleries, and Profiles as needed in support of developing initiatives such as NBC Digital Original series
* Oversee SEO optimization of sight and write copy and program the site to maximize search-driven performance
* Partner with technology team to ensure site aligns with all necessary technology considerations
* Serve as key liaison for other teams, areas, and special projects, including but not limited to sweepstakes, advertiser integrations and sites, network branding initiatives, on-air promotions, press sites, social, special and live events, and digital distribution