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# Example of Senior Editor Job Description

Our company is growing rapidly and is looking to fill the role of senior editor. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior editor

* Conceive and sustain original text & video franchises that can thrive online, across social platforms and on air
* Work closely with broadcast bookers, producers and correspondents to tell food stories across the brand’s platforms
* Translate show segments into digital wins
* Act as a digital stakeholder during multi-day show series and events
* Fulfill sponsorship needs including contributing to section social accounts
* Editing level is determined by time and budget available
* Dealing with multiple offshore companies - supplying content for ongoing projects
* Liaison with several teams throughout the business including Atkin’s Court Forms, Content Solutions, Business Analysts the project/program team, lawyers, Editorial, Fabrication and Content Acquisition to encourage best practice across the business, where necessary
* Styling documents according to EF&P house style in Word and XML
* Editorial content tasks - including Converting Word documents into XML, adding excerpt links, correcting broken links, current awareness conversion and publishing

## Qualifications for senior editor

* Sound knowledge of the global fashion industry, its designers, brands and key players
* Extremely well organised, energetic, self-motivated
* Understanding of the digital landscape and social media sites, SEO practices
* Creates and edits digital copy to drive sales and conversion and to optimize usability, accessibility and SEO
* Optimize merchandising and marketing copy for an interactive digital environment for large promotions and campaigns
* Synthesize and analyze relevant content, traffic and sales metrics to improve the effectiveness of commerce page content