Example of Digital Editor Job Description

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Our innovative and growing company is looking for a digital editor. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital editor

- Responsible for planning CNN digital's content strategy aimed at reaching key audiences at the right time
- Use metrics to optimise content and identify opportunities to deliver increased traffic to CNN's platforms including creative headline writing, SEO, social
- Be able to plan separately for each platform to make sure the different needs of those audiences are met
- Responsible along with other senior editors for hitting key metrics targets
- The Editor for Digital Programming and Alerting publishes breaking, developing stories and updates, daily news stories, and key projects in a wide range of formats across some the most powerful areas of CNN's digital portfolio
- Programming Editors have their finger on the button
- Programming Editors are not just excellent shapers and publishers of stories, they are also analytics addicts
- They are super users of the CMS and a variety of other publishing tools
- And they are competitive news animals, constantly scouring the competition to see who has what stories where in terms of story play and alerting techniques
- This is a highly collaborative role

Qualifications for digital editor

- Ability to handle a high volume of work and function in a fast-paced environment
- 3-5 years professional web editorial experience
- Ability to produce timely, engaging content, including multimedia packages
- Experience with content management systems, web analytics and SEO
- Experience hiring and managing freelance contributors
- Social media skills, with a strong understanding of what's shareable