



Example of Editorial Director Job Description

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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,

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