



# Example of Executive Editor Job Description

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Our growing company is hiring for an executive editor. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for executive editor

- Creates a vision and strategy for CNNTech's coverage that embraces new media storytelling, using Instagram, gifs, photography, screenshots, and video to convey powerful narratives
- Leads the day-to-day network's position for all tech related coverage and story treatment
- Conceptualizes and executes a user-driven strategy that understands the nuances of packaging content for the web, mobile web, social (primarily Facebook, Instagram, Twitter, LinkedIn, Snapchat, and leading social messaging apps), and apps
- Collaborates and consults with partners across CNN, external partnerships and key contributors
- Creates a structured process for editorial planning, approval and execution
- Set the standard and guidelines for quality of daily and breaking news coverage
- Lead a team of producers and writers
- Manage and oversee projected revenue of vertical
- Attend academic conferences and conduct campus visits to meet new authors to promote and continue to build the Palgrave brand
- Manage a team of editors across multiple beats, developing them and planning with them to produce highly shareable and original content

## Qualifications for executive editor

- Experience in developing and leading content strategy initiatives within large,

- Experience in B2B industries characterized by deep thought leadership content and required subject matter expertise is a mandatory
- Deep knowledge of and experience with content management tools and publishing platforms the fundamentals of taxonomy and metadata systems
- Fundamental understanding of SEO, Search, User-Centered design principles, and Responsive Web Design (RWD) best practices for content development
- An understanding of information design and experience transforming previously analog-based content into engaging interactive content
- Experience with establishing and tracking performance metrics and KPIs