

Chief Editor

About Brulee

A fast-growing digital publishing company, established by online advertising veterans, focused at creating and managing premium publisher sites. Company has offices in Tel-Aviv and Emek-Hefer (this position office location is at Emek-Hefer).

Job Brief

We are looking for a Native English talented Chief Editor to completely manage the content strategy of the company across our multiple online brands. You will be responsible for creating the company's content vision and bringing it to life; creating our editorial guidelines, hiring and managing free-lancer content writers from around the world, and writing editorial content yourself. You will integrate the content strategy into our Audience Development strategy a cohesive way to achieve our marketing goals.

As a Chief Editor, we expect you to be up-to-date with what is trending in the world, come up with new and existing ideas and be constantly occupied with creating great content to further develop our brands. You should have excellent communication skills, creative mind and good know-how on creating interesting and 'social' content.

Your Responsibilities

- Build, implement and lead our Content Strategy strategy to align with business goals
- Hire and manage free-lancer content-writers around the world
- Create viral/shareable content for our social audience
- Run editorial reviews for all content before publishing
- Assure website/content quality and adherence to content policies
- Create marketing elements for the campaign managers
- Track and measure content engagement
- Monitor web traffic metrics
- Collaborate with marketing team to ensure brand consistency
- Suggest and implement new features to enhance content engagement

Our Requirements

- Mother-tongue level English and/or few years living in English speaking country
- Fast learner (for real; if you aren't - don't even apply)
- Multitasking skills (so you can do everything, now)

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- Hands-on experience with writing editorial content (so you'd know what we talk about)
- Excellent copywriting skills (this is what you need to do, after all)
- Ability to deliver creative content (text, image and video – just no selfies please)
- Excellent communication skills (we are social people – we talk a lot)
- Familiarity with basic web design (to help bring your creativity outside)
- Advantages (that can get you very far):
 - Management experience
 - Good knowledge of Google Analytics
 - Knowledge of online marketing channels
 - Work experience with Content Marketing
 - Hands on experience in content management
 - Relevant degree / courses

Think you are the right person?

Please send your CV to jobs@bruleemedia.com