



SENIOR CONTENT EDITOR

Our client, a high-end company, is looking for a Senior Content Editor to join its marketing team in Milan. The profile **must be a British mother** tongue with experience working in the fashion industry.

Reporting to the Marketing Director, you will be in charge for creating and developing the entirely content strategy of the brand across all platforms including editorial stories, newsletters, marketing campaigns, PR, Social Media, Popups, Presentations, Special Events, Collaborations, Sponsorships, and Shows. The functions of the Content Editor also include overseeing and managing the voice quality of the content produced by the business.

The ideal candidate is a creative, visionary, organized and multi-tasking individual capable to work on many different projects simultaneously. A strong digital background is preferred and a passion for fashion, writing and good photography culture fundamental.

Responsibilities

- Responsible for creating and overseeing all the business's content production initiatives inclusive of newsletters, videos, social media contents, online content, infographics, and web pages
- Develop and manage the editorial strategy, the calendar spanning website, the product content and social media content
- Ensure that all the content maintains a high standard in quality, which will be identified with the business's brand.
- Collaborate with the marketing, eComm, PR and Sales teams, to ensure consistency in the strategy and communication around products/events/story focus
- Responsible to research on current trends, maintain awareness, and keep the content department up to date with the current fashion language usages.
- Translate brand pillars into seasonal content and editorial programs that illustrate the brand identity.
- Oversee and brief in-house Producer as well as photographers and stylists for the creation of the image content (e.g., campaign photoshoot for capsule collection, ad-hoc social media shoots, Milan Guide)
- Oversee Social Media activity from both content, as well as caption standpoint (in support to the Social Media Coordinator), strategy, photo editing, and initiatives that are in line with the editorial calendar and ongoing eComm retail strategy.
- Manage all aspects of content for special projects and collaborations, including conducting interviews, writing press releases of various lengths, and creating product description, banners, newsletter copy
- Responsible for calculation of ROI, research and analyzes patterns of audience engagement by using tools such as Google Analytics, as well as tools used to measure social media audience engagement

Profile

- English mother tongue
- A minimum of 3 years' experience as a content editor from the fashion industry;
- Bachelor's degree in English, Business Administration, Public Relations, International Relations, Marketing.



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- Experience using analytical tools like Excel, Google Analytics, WordPress, SEO Keywords research.
- Strong commercial awareness. Innately curious leader, with a passion for driving e-commerce sales
- exceptional communication skills

NOTE: Only those applicants under consideration will be contacted. Please accept our appreciation for your interest.