



Managing Editor & Head of Content

WHO WE ARE:

We're the marketer's #1 daily newsletter. **Over 14,000 marketers** get their daily dose of breaking news, latest tips & tricks, case studies, insights, reports and trends from us.

We started out in April 2018 and built one of the most engaged readerships of marketers in the world. Our average open rates are over 45% and readers include people who work at companies such as Facebook, Google, Snap, TikTok, RedBull, LinkedIn, Pinterest, Amazon, Verizon Media, etc.

WHAT YOU WILL BE WORKING ON:

Your role as a Managing Editor & Head of Content means you will be the one guiding everything that has to do with our written content in the daily newsletter.

YOUR RESPONSIBILITIES WILL INCLUDE:

- Managing content for our daily newsletter such as deciding which topics we cover, how we cover them, selecting type (reports, case studies, news, etc.)
- Write part of the daily content.
- Review content written by others and correct any language or info mistakes.
- Think of new content types and execute on this plan together with the writers' team such as long form reports, insights, guides, etc.
- Maintain a consistent voice across all pieces of content in the newsletter.

REQUIREMENTS:

- You are a sponge when it comes to all things marketing: Facebook Ads, Google Ads, SEO, CRO, e-commerce, affiliate marketing, copywriting, etc.
- Own experience with media buying, SEO and other marketing activities *are a big plus*.
- You are an engaging storyteller and writer who can adapt to our tone and writing persona.
- Extreme attention to detail.

- You are a native-level English speaker.
- You are punctual and reliable.
- You can plan and manage different types of content, from news to reports, insights, case studies, all the way to entertaining marketing industry stories.

BENEFITS:

- A flexible work-from-home schedule, as long as the newsletter for the day is ready to go at our usual 1pm Central European Time.
- Travelling to marketing conferences all over the world, once that is allowed again.
- A monthly salary starting at \$3,000/month with more possible depending on skill-level.
- Flexible and generous paid time off policy.

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