



## ParentMap is hiring a Content and Publications Manager

ParentMap, a dynamic Seattle-area media company with a magazine readership of more than 200,000 and a monthly reach of more than 1.7 million, is looking for an experienced, full-time Content and Publications Manager.

The ideal candidate should have a strong background in print and online journalism (both editing and writing); experience managing an editorial/content team; and a talent for developing the spot-on mix of fun, useful and newsy content and related products that our audience of uber-busy parents wants and needs.

In short, we want someone who is poised to build on ParentMap's strengths to advance the magazine and website to a new level of excellence.

The candidate should live in the Puget Sound region and be available for frequent in-person meetings around Seattle.

### PRIMARY RESPONSIBILITIES:

- Manage all editorial channels for ParentMap, including daily digital content for ParentMap.com, our monthly print magazine and annual guides
- Lead content team in creating and maintaining the ParentMap brand and voice across all channels (print, email, digital, social)
- Lead content team in all aspects of creating and driving annual editorial calendar, with a balanced mix of high-performing content that includes groundbreaking feature stories, top parenting news, the most awesome local outings and travel, and sponsored content
- Lead content team in vetting pitches, making assignments and building/nurturing an excellent team of freelance writers
- Ensure the integrity and success of all ParentMap content
- Lead content strategy and community engagement
- Lead content team to develop new editorial products that map to ParentMap's overarching business and editorial goals
- Track and analyze success of content using metrics tools, and lead the team in making adjustments based on impact, goals and ROI
- Establish and nurture relationships with community partners, leaders and organizations to further the brand and strengthen our relationships with readers and partners



## **TEAM MANAGEMENT:**

- Participate in ParentMap's leadership team, including helping setting annual business and editorial goals and budgets
- Manage a small content team of full- and part-time editors in all facets of their work
- Collaborate across multiple teams, including Marketing, Sales and Events to develop new products and partnerships
- Lead efforts to recruit, nurture and maintain an excellent cohort of freelance writers (and other contractors, such as photographers) who contribute to ParentMap

## **REQUIRED SKILLS AND EXPERIENCE:**

A Content and Publications Manager candidate needs to be talented, creative, enthusiastic, organized, innovative and bring new ideas in the parenting and family media space. Specific skills required include:

- B.A. in journalism or related field, or equivalent experience
- At least five years experience in news, magazine or content editing, as well as several years experience in content writing; with experience developing new editorial products
- Demonstrated ability to manage an editorial department, including staff editors and freelancers
- Familiarity with online metrics and tools (eg, Google Analytics) to analyze digital content performance
- Demonstrated ability to dream up, develop and execute new content products that directly map to ParentMap's overarching business and editorial goals
- Demonstrated ability to succeed in a virtual office environment
- Knowledge of best practices in SEO and email marketing, as well as familiarity with content management systems, photo editing software and related programs

**LOCATION:** ParentMap operates in a flexible, virtual office environment, meaning that this role will be based at home, but responsible for participating in a number of weekly meetings, in-person and by phone; and in managing a team virtually.



**JOB STATUS:** Full-time, FLSA exempt

**REPORTS TO:** CEO/Publisher

**SALARY AND BENEFITS:** ParentMap offers a competitive salary package including paid vacation and sick leave.

**HOW TO APPLY:** Email a cover letter, resume and recent writing and editing clips to [jobs@parentmap.com](mailto:jobs@parentmap.com). Include "Content and Publications Manager" in the subject line. ***Please note, applications without a cover letter will not be considered.***