



Digital Editor: Family Fun (work from home)

Must reside in Greater Seattle area

ParentMap is the Pacific Northwest's leading media company for parents and caregivers, providing highly relevant, well-researched and entertaining content to families through various integrated publishing channels, including our award-winning news magazine, website, annual lecture series and community events.

Primary role:

ParentMap's Digital Family Fun Editor is passionate about Seattle, the Eastside, and the Puget Sound region, and is dialed into the parenting world. The successful candidate has a "nose" for new, emerging and exciting ideas and stories that help local families spend time together exploring the PNW and their communities. As part of the editorial team, the Family Fun Editor is SEO savvy and takes a data-first approach to overseeing and driving the planning, strategy, execution and performance of digital things-to-do content and its distribution through all company channels.

Responsibilities include:

- Assigning, editing, drafting and publishing digital content with an emphasis on things to do.
- Planning and executing overall strategy and placement of local things-to-do content, along with its distribution through content channels (eNews, social, website, etc.) in coordination with content and marketing teams.
- Analyzing performance of digital content to inform strategy on an ongoing basis, incorporating seasonal cycles and in-depth knowledge of local family entertainment, activities and events.
- Seeking new and innovative story ideas for local readership via pitches or original-assigned content.

- Writing timely articles, including The Weekender (weekly), highlighting Greater Seattle-area family events and activities.
- Working to update evergreen and seasonal content using SEO best practices as part of an ongoing, evolving strategy to boost performance and meet annual KPIs. Staying up-to-date on SEO best practices.
- Regularly reporting on content performance using GA4 and other analytics tools to include trend and competitor analyses.
- Planning an editorial calendar with a mix of seasonal, new and refreshed content that is high-performing and engaging for our readers.
- Sourcing and assigning images and video clips that help package things-to-do content for social media.
- Managing an editorial budget and working with freelancers to produce high-quality stories.
- Connecting with partners, attractions and PR people in the community on a regular basis to elevate ParentMap's brand, explore potential editorial partnerships and ensure we are first thought when distributing family- and kid-focused entertainment or event news.
- Collaborating and coordinating across teams when needed.

Qualifications and requirements:

- Bachelor's degree in journalism, creative writing, English or a related field.
- Proven experience (2+ years) in an editorial role, preferably in digital media or publishing, with a focus on content for parents and families.
- Strong editing and writing skills, with a focus on optimizing for search (SEO).
- Experience with digital publishing and analytics tools such as GA/GA4 and Semrush.
- Proven ability to create and execute data-informed content strategies that align with company goals and audience preferences.
- Ability to work in a fast-paced environment, meeting deadlines while juggling multiple projects simultaneously.
- An in-depth understanding of content creation across platforms – eNews, social media, search, etc.



Reports to: Managing Editor

FLSA status: Exempt

Job status: Full time

Compensation: The salary range for this position is \$60,000-\$80,000 per year based on qualifications, skills and experience. ParentMap offers benefit plans including health, vision and dental. Employees will receive a vacation grant of two weeks after six months prorated according to hire date. Additional vacation time is granted according to years of employment. Employees will also receive 11 paid holidays over the course of the calendar year as well as Washington state-mandated time off for sick leave and personal obligations.

Job location: Work-from-home position with monthly required meetings on Mercer Island and occasional press event attendance around the Puget Sound region. Candidates must reside in the Greater Seattle area.

To apply:

Interested candidates are encouraged to send a resume and cover letter to **admin@parentmap.com** with the subject line "Senior City Editor." ParentMap is an equal opportunity employer and welcomes candidates from all backgrounds to apply.