

Job Title: Digital Content Editor  
Department: Grand Designs Magazine / Good Homes Magazine  
Report to: Group Marketing Director

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## **About Us**

Established in 2003, Media 10 is the most garlanded media and events company in the UK with a portfolio covering design, interiors, lifestyle and construction. Its influential magazines and websites include Good Homes, Grand Designs, Icon and On Office. Everyone at Media 10 shares a passion for delivering the very best results, an enthusiasm that has seen the company and its products go from strength to strength over the course of its 18-year history.

## **The Role**

Grand Designs and Good Homes are looking for an accomplished Content and Audience Development Editor to research, write, proofread and publish the brands' online content. The role calls for a professional with a proven track record of success in online content generation and SEO.

Responsibilities include managing the Content Producer, producing editorial and commercial copy, fact-checking, and optimising repurposed magazine articles to ensure user engagement. Excellent writing and editing skills are essential, along with experience of working with CMSs, analytics tools and editorial content calendars. Experience, or a demonstrable interest, in architecture, self-build, renovation, decorating and interior design is preferred.

## **Key Responsibilities**

- Working with the brand editors to generate distinctive, original and appropriate online content for Grand Designs and Good Homes, as well as clients' products and services
- Working with the brand editors and commercial teams to develop and maintain a successful content strategy
- Create editorial and commercial calendars for the brands including any brand extensions
- Define and maintain each brand's voice and tone across all platforms (website, social, newsletter)
- Manage the Content Producer, including setting and monitoring KPIs
- Optimise repurposed magazine articles to ensure user engagement
- Upload content to the websites and social media pages
- Maintain excellent SEO practice and keep abreast of the latest algorithm updates
- Use analytics tools to monitor website traffic, identify new opportunities for content and improve user engagement metrics
- Work with the Web Manager to identify and resolve any technical issues that may arise
- Prior to publication, ensure all copy is correct and does not include any factual, spelling or grammatical errors
- Ensure copy fits the page/post beautifully and provides a pleasurable reading experience
- Liaise with the in-house marketing and advertising teams, ensuring that all digital content processes are running smoothly and offering support when needed
- Work closely with in-house design teams, ensuring that all content assets are delivered to them on time and to the required standard
- Ensure all the web pages are uploaded according to spec and to deadline
- Build and manage digital freelance contacts and the associated budget
- Work with the data team to communicate content campaigns, such as seasonal content, events and brand partnerships through email marketing and audience segmentation

## **Key Skills**

- At least two years' experience as a Content Editor, Audience Development Editor, Web Editor or similar role
- Published online writer (work also published in print is an advantage but not essential)
- Proven content and/or audience development experience in a publishing environment
- Excellent writing and editing skills
- Experience with Content Management Systems (eg Joomla, WordPress)
- Proficiency in industry-standard software such as InDesign, Microsoft Office suite, Photoshop

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- Experience with SEO and keyword research, plus analytical tools such as Parse.ly and Semrush
- Flexibility. Some weekend and evening work may be required at the time of company events and/or where automation isn't possible
- Good communication. You'll need to be able to outline project feasibility to key stakeholders and relay realistic production schedules and quality standard expectations

**What Media 10 will do for you**

- Make you feel like part of a family
- Encourage you to develop your skills, strengths and career potential
- Recognise your contribution and hard work