



## **Web Editor**

With the editor in chief, and in keeping with the organization's editorial voice and vision as established by the editor in chief, the web editor leads the ongoing development and optimization of pw.org. The site, which is built on Drupal, currently receives 1.3 million visitors per year and is key to fulfilling Poets & Writers' mission of serving creative writers. The web editor creates new content and features, maintains existing core content, and develops extensions to new digital platforms and devices.

The web editor supervises online editorial staff (currently 1.5 full-time employees plus a part-time fellow) and works in close collaboration with the director of IT and web development. The web editor is a member of the senior staff and reports to the editor in chief.

This is a full-time position in our New York City office; we offer a competitive salary and an excellent benefits package.

### Responsibilities include:

- With the editor in chief, developing an online strategy that supports the organization's goals; oversee all aspects of the strategy's implementation, including products, to achieve goals.
- Ensuring that content on pw.org is current, accurate, and visually compelling.
- Writing and posting (or overseeing others who do) established content types on a daily basis, including Daily News, The Time Is Now, Agent Advice, and City Guides.
- Assigning and/or editing select content, including multimedia.
- Collaborating with print and online staff to determine content development tied to print editorial, including multimedia, as well as ideas for repurposing print content as digital products.
- Overseeing the maintenance of all databases to ensure their functionality and the accuracy of data.
- Leading product development for new databases, digital tools, and services.
- Working collaboratively with other departments in the execution of their online presence.

- Collaborating with marketing staff to execute strategies to build engagement on pw.org and social media platforms.
- Overseeing the delivery of select content via social media platforms and e-mail (Constant Contact).
- Maintaining the presence of Poets & Writers on Pinterest and Tumblr, and contributing to the Poets & Writers presence on Facebook, Twitter, LinkedIn, and Google +.
- Staying current on emerging technologies and on techniques for SEO, identifying opportunities for growth and executing strategies to take advantage of those opportunities.
- Managing website development to incorporate new features and functionality.
- Overseeing the work of outside consultants (such as designers and SEO experts) who may be engaged from time to time for specific digital projects.
- Monitoring comments and feedback on the site and in social media; responding as needed.
- Establishing metrics and key performance indicators to be tracked in order to evaluate the website and our social media presence; monitoring and analyzing the results.

#### Qualifications and Experience:

- 3-5 years online experience, including content development, website development, and constituent engagement.
- Strong experience writing and editing, preferably for the web.
- Facility with new and social media.
- Facility with HTML and Drupal.
- Ability to manage multiple projects at once and meet deadlines.
- Excellent supervisory, communications, and team leadership skills.
- Passion and appreciation for literature.
- Experience in web design, a plus.

#### To Apply:

Send cover letter and resume to Kevin Larimer at [editjobs@pw.org](mailto:editjobs@pw.org). Include “Web Editor” in the subject line. Attachments should be .pdf, .doc, or .rtf files; other file types will not be opened. No calls, please.

We offer a competitive salary; comprehensive benefits package includes fully paid medical, dental, vision, and life insurance, 403(b), and generous time off.

### **About Poets & Writers:**

Poets & Writers (P&W), respected and trusted as the primary source of information, support and guidance for poets, fiction writers, and creative nonfiction writers, is the nation's largest nonprofit organization serving creative writers.

Founded in 1970, the organization's mission is to foster the professional development of poets and writers, to promote communication throughout the literary community, and to help create an environment in which literature can be appreciated by the widest possible public.

In addition to its flagship publication, *Poets & Writers Magazine*, Poets & Writers advances its mission through pw.org, a website that provides trustworthy advice, information, and a lively online community for writers; the Readings/Workshops Program, which pays writers fees for giving readings and leading workshops throughout New York and California, as well as in eight cities outside those states; and awards for writers including the \$50,000 Jackson Poetry Prize, the Maureen Egen Writers Exchange Award, and the Amy Award. Learn more at pw.org.

*Poets & Writers is an equal opportunity employer and encourages diversity in its hiring.*

as of 5/10/13