

United Arab Emirates Jobs Expertini®

Editor, Energy Future

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Company: ITP Media Group

Location: dubai

Category: other-general

The job posting is outdated and position may be filled ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 80 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper s Bazaar, Construction Week, Esquire, GQ and Cond Nast Traveller. We are looking for a brilliant, creative and experienced B2B Editor with multi-platform experience to oversee the creation of content across digital and print of an exciting B2B brand. You must have a demonstrable passion for editorial innovation, a commercial mindset, a keen eye for creative covers and B2B experience in a demanding, fast-paced environment.

Requirements

Key responsibilities

- Responsible for the creation of content across print and digital
- Understands audience engagement and web traffic and create a strategy to ensure month on month growth
- Create and execute the content strategy, planning yearly editorial calendars across digital, print, video, audio and social
- Lead the ideation and development of creative front covers across the brand
- Oversee the brands annual Awards processes and monthly calendar of events
- Ensure the brands editorial standards are met, all relevant copyrights have been cleared, content is optimised for SEO and content meets local and legal guidelines
- Support the sales team by being an ambassador for the brand, by supporting and helping to develop revenue-generating content strategies and establishing good relationships PRs
- Embrace a digital-first philosophy. A strong background in digital publishing is absolutely essential

Attributes and essential skills

- B2B writing experience
- Superb

organisational skill Keen creativity and a real eye for design great covers, video formats, visually-engaging content packages Copy editing A commercial mindset to work closely with sales counterpart to ensure the brand goes from strength to strength Is excited by the challenge of last-minute, ad-hoc project Able to work creatively and efficiently under pressure and to tight deadlines Data driven and excited by analytics and leverage the insight to ensure engagement A demonstrable passion for and excellent knowledge of digital content creation Highest standard of accuracy and attention to detail Flexibility and a professional approach at all times Education: Must be educated to degree level or equivalent industry qualification Software: Adobe InDesign, WordPress (essential), Photoshop, Premiere Pro, Illustrator (desirable) Benefits Being an ITP employee is an opportunity to be part of the largest content creation house in the region and provides the luxury of working with global brands and experienced industry leaders. To ensure we invest in the development of our team, employees are given access to a variety of learning resources and exciting career development opportunities. We believe in recognizing the passionate efforts of our team members. Our employees are rewarded by competitive remuneration, attractive bonus structure, medical insurance and a generous leave entitlement scheme that sees annual holiday entitlement grow as tenure with company increases. Disclaimer: Drjobs.ae is only a platform that connects job seekers and employers. Applicants are advised to conduct their own independent research into the credentials of the prospective employer. We always make certain that our clients do not endorse any request for money payments, thus we advise against sharing any personal or bank-related information with any third party. If you suspect fraud or malpractice, please contact us via contact us page. Our goal is to make hiring as easy as possible. We find the right talent for every company, ensuring that each candidate finds a job they enjoy. Dr.Job FZ LLC provides 360-degree AI-powered recruiting and job search solutions. If you are looking for a job and haven't found your chance yet, you can upload your profile on our website and find thousands of opportunities globally! Our platform gives you the flexibility you need to thrive in today's market by allowing you to apply for all different kinds of jobs, whether they are full- or part-time, remote or on-site.

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