

# Colombia Jobs Expertini®

## Editorial Director

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Company: Launch Potato

Location: Colombia

Category: other-general

### YOUR ROLE

In this role, you will be tasked with growing the audience and revenue for all SEO editorial content, across multiple Launch Potato brands, including FinanceBuzz and All About Cookies. You will own content strategy, content quality, and operations. You should be passionate about SEO. You will also play a big role in revenue optimization.

The ideal candidate has a get it done attitude and can easily switch between hands-on tasks and strategic thinking. As a clear and direct communicator who thrives on solving hard problems, you will remove roadblocks and continually work to improve your team's efficiency and skill.

Additionally, you should enjoy spending time examining data and reporting on what you find. We are a data-driven company, and loving spreadsheets couldn't hurt. You should be a solutions-oriented person who enjoys taking on new challenges and doesn't fear ambiguity. You should be adept at creating an environment that is conducive to both business and personal success.

### SUCCESS LOOKS LIKE

Lead our editorial efforts to grow sessions and revenue across a variety of platforms

Set and meet editorial goals (both sessions and revenue) on monthly, quarterly, and annual basis

Ensure consistency and quality of content across our editorial brands

Own prioritization and allocation of resources across all SEO editorial teams

Work closely with the SEO team to develop strategy and train the team

Lead the editorial team in understanding and applying compliance guidelines

Thoroughly understand our methods of monetization and coach the team on best practices

Work with your reports and supervisor to nurture the careers of all editorial team members

Coordinate with the team to track expenses and forecast spending quarterly and annually

Work with the Product on website and internal tool enhancements

Research and integrate new tools and strategies to improve the performance of the team

## **WHAT YOU NEED TO SUCCEED**

7+ years of relevant experience on a digital editorial team, particularly in management

Deep understanding of SEO and content marketing best practices

Experience contributing to, managing, and executing an editorial calendar

Experience in creating content that must adhere to compliance guidelines

Strong project management skills and a keen eye for detail

Ability to work with data, formulate theories, and report out to the team

True enjoyment of managing people and a love for the hiring process

Experience with Slack, Google Suite (specifically Sheets and Docs), and Asana (or similar)

PLUS: Expertise in personal finance topics and/or internet security topics

## **Total Rewards & Compensation**

Salary range: \$120,000–\$150,000

Base salary is set according to market rates for the nearest major metro and varies based on Launch Potato's Levels Framework. Your compensation package includes a base salary,

profit-sharing bonus, and competitive benefits. Launch Potato is a performance-driven company, which means once you are hired, future increases will be based on company and personal performance, not annual cost of living adjustments.

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