Job Title: Mgmt 3, Editorial & Writing	Position Title: Senior Editor, Digital, MIT SMR
Reports to: Editor in Chief	% Effort or Wkly Hrs: 40hrs/week
Department: MIT Sloan Management Review	Grade 10

Remote work expectations/opportunity for this role: The Senior Editor will work remotely and in the office as needed to most effectively achieve their goals.

Position Overview:
The senior editor, digital, is a central driver of MIT SMR's success and continued evolution as a digital-centric publishing operation. MIT SMR's own website plus a range of social media and third-party platforms form a new nucleus for increasing our impact and growth. The individual in this position leads digital content strategy and development for SMR's daily publishing. As an acquirer and shaper of new ideas from academia and industry, the editor ensures that MIT SMR is on the leading edge of new research-based ideas on how digital technology is leading to a revolution in the ways companies operate and produce value. This editor co-leads the creation of new digital experiences that draw in new audiences, enable new forms of commercial sponsorship, and accelerate the reach and attractiveness of the MIT SMR brand as a preeminent source of new ideas for business executives. The person in this position is data-driven, working closely with digital and marketing colleagues to incorporate analytics into editorial decision-making and strategy development.

Principal Duties and Responsibilities

Editorial Development (60%)
- Assess and vet pitches from outside experts — academics, consultants, business leaders — and advise on acceptance decisions with editorial team
- Develop 4-6 articles per month and assign 6-8 articles per month across full-time and contract development editorial resources
- Provide oversight for associate editor and freelance editors on editorial workflow and top editing content to meet SMR standards
- Collaborate with SMR team members and freelancers on art and illustration projects
- Work closely with high level contributors in business and academia to craft content that fulfills the brand promise regarding the digital future of management.
- Create greater efficiencies in our content output, including planning how to reuse/repurpose content across media. Work together with the digital team to execute that.
- Lead the development of new digital editorial products as part of SMR four-year vision focused on innovation in content formats, including, but not limited to, interactives, data visualizations, editorial newsletters, interview series, podcasts, etc.

Editorial Leadership, Strategy and Acquisition (25%)
- Lead editor for online-only content (approx. 60% of SMR's annual publishing), including overseeing work of associate editor and contributing development editors
- Set and continually evolve MIT SMR's digital publishing strategy, creating and curating new content forms that provide high value at a sustainable capacity to supplement a rich base of acquired content

- Work with other editorial leaders to develop *MIT SMR* overall editorial strategy and meet four-year vision goals for excellence
  - Identify key topics and authors that align with mission by regularly reviewing academic and other publications and applying rigorous critical thinking
  - Build relationships with leading thinkers and authors
  - Actively solicit and acquire new ideas and content formats from academics, consultants, executives, with a focus on identifying rising star voices and building MIT SMR's brand of authors
  - Meet regularly with editorial director of the magazine to align acquisition across print and digital pipelines
- Take a lead role in innovating new content formats as part of SMR four-year vision
- Work with editor-in-chief, multimedia editor, and creative director to develop multimedia content strategy that integrates into daily publishing pipeline and capitalizes on most important content/topics for SMR audience
- Bring a data-driven leadership approach to the editorial team.
  - Evaluate and report on performance of articles, topics, and new content and authors on a monthly basis, providing context for wider editorial and marketing teams
  - Advise on new content experiments accordingly
  - Work with social media team to evaluate performance of joint editorial-social efforts

Project Management (10%)
- Manage the digital editorial calendar; assigning publish dates, coordinating with Senior Managing Editor on resourcing
- Serve as co-project manager and editorial lead for a variety of multimedia and interactive offerings
- Contribute to editorial development and workflow of digital products spanning multiple media types, including articles, audio and video interviews, interactives, and others, and strive toward improving digital production processes to bring efficiencies into the fold. Hire, assign, and oversee appropriate editorial resources (editors) on an as-needed basis

Other (5%)
- Moderate webinars and collaborate with business development team and marketing to support webinar program with new content and author sources
- Provide support and strategic solutions to marketing team with content queries related to marketing activities such as newsletters, social media campaigns, site promotions
- Stay current on developments in digital publishing tools. Provide training/support for wider team for various systems used in support of digital workflow, including Asana, Google Analytics, and WordPress
- Other duties and responsibilities as assigned

Supervision Received: Reports to the Editor in Chief.

Supervision Exercised:
Manages and directs work of associate editor, freelance contributors, and service providers. Collaborates extensively with editorial colleagues as well as marketing, business development, and digital teammates. Collaborates with external authors and partners.

Qualifications & Skills:

Required:
- Bachelor's degree in a related field
- Minimum 5 years of communications, journalism, and/or editing and related work experience
- Excellent writing and editing skills
- Proven experience and capability in digital media
- Demonstrated ability to translate the work of expert authors for non-expert audiences
- Demonstration of deep empathy for MIT SMR's executive readership
- Demonstrated familiarity with academic research
- Willingness to try things for which there are no obvious precedents
- Deep commitment to teamwork with both internal and external colleagues
- Familiarity with a broad range of digital tools, including CMS (e.g. WordPress), data visualization tools (e.g., Tableau), and video and audio editing tools.
- Familiarity with Google Analytics and other digital audience analysis tools

Preferred
- Directly relevant editorial experience (e.g., writing/editing high-quality thought leadership content)
- Consistent increases in responsibility during their career
- Track record of digital media innovation

Competencies
- Manages ambiguity and navigates change while being comfortable and confident working in a fast-paced and changing environment
- Demonstrates desire and drive for learning that enhances individual performance and contributes to organizational effectiveness
- Is self-directed and proactive while advancing work and achieving results
- Collaborates with others while respectfully advancing organizational goals and achieving desired outcomes
- Communicates openly and effectively by exchanging high-quality information, ideas, and opinions in an open and timely manner
- Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches
- Builds diversity and inclusion by modeling and promoting the MIT values, increasing diversity of thought and experience among our contributors, and contributing to an environment where everyone feels supported and is able to thrive
- Influences others by gaining commitment, buy-in, and support
- Initiates and sustains change that creates value
- Provides direction, support, and encouragement to people and teams to accomplish organizational goals

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in position descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.