

Managing Editor

www.WeAreBaltimore.com



We Are Baltimore seeks a savvy and experienced Managing Editor of its new platform - www.wearebaltimore.com - a definitive source for asserting and promoting Baltimore's competitive assets in ways that inform, engage, and compel residents, visitors, current and prospective business interests, and regional and national news media.

Through video story-telling, original and curated content, as well as authentic broad-based testimonials, WeAreBaltimore.com will showcase all that's right with Baltimore, enabling all communities and stakeholders to engage and share their positive experiences and highlight the many ways they are creating a promising future for the city they've invested in and choose to live, learn, leisure and do business. The primary objectives of the platform is to:

- Inform, engage, and compel residents, visitors, current and prospective business interests;
- Provide local, regional, national and international news media and other interested parties authentic and positive news, developments and initiatives through aggregation, curation and distribution;
- Harness the potential of video story-telling and authentic broad-based testimonials of residents and visitors alike;
- Assert Baltimore's incomparable assets and proof-points of measurable progress in key areas that contribute to enhanced quality of life.
- Connect people, capabilities, resources and build capacity for various stakeholder groups seeking to make a positive difference for

Responsibilities

- Plan, solicit and curate a robust pipeline of engaging content reflecting momentum in key areas of Neighborhood Revitalization, Youth Empowerment, Violence Disruption, Arts & Entertainment, Entrepreneurship and Innovation, and Baltimore's Historical Legacy;
- Identify and engage original content providers from free-lance, professional and amateur "journalists";
- Determine parameters of content - video and written - in order to optimize across multiple platforms;
- Collaborate with leadership team to ensure broadest cross section of content, reflecting the diversity of Baltimore's residents, neighborhoods, educational and institutional assets;
- Coordinate editorial planning sessions;
- Control schedules and enforce deadlines (for writers, photographers, designers etc.);
- Oversee proofreading and copy editing as necessary;
- Finalize copy and ensure compliance with content parameters, style and tone;
- Attend city-wide events and build relationships in order to establish partnerships and broaden WeAreBaltimore's network of supporters and content contributors.
- Identify design elements - graphics, photos, video, etc - to enhance editorial content
- Define key metrics and regularly measure audience engagement with content

Position Requirements

- Demonstrated experience as managing editor or relevant editorial role
- Exceptional ability in copywriting and editing
- Proficiency in English language
- Strong working knowledge of Baltimore and its many and diverse dimensions
- Working knowledge of Word processing software (Microsoft Word, Google Docs, OpenOffice); Cloud software (Google Drive, OneDrive, Dropbox); Online content platforms (WordPress, Tumblr, Blogger); Communication software (email, Skype, Slack);
- Abilities in planning and coordinating people and operations
- Excellent organizational and leadership skills
- Outstanding communication and people abilities with demonstrated ability to build relationships and forge partnerships
- Reliability and efficiency
- Attention to detail
- Keen judgment
- BSc/BA in journalism or relevant field
- Relevant work experience in the writing

This is a contract position entailing between 20-30 hours/wk, with the ability to work from home.

Send cover letter and resume to: wearebaltimore2019@gmail.com