**Job Description**

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| Job title: | Staff Writer (InternetRetailing) |
| Reporting to: | Ian Jindal, Editor in Chief |
| Location: | London, EC3A |
| Hours of work: | Monday to Friday, 09.00 – 17.30, with attendance at industry events, briefings and launches |
| Date of job description: | October 2017 |

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| Overview |
| InternetRetailing is the must-read title for Europe’s professionals in ecommerce and multichannel retail. We reflect the board-level commercial conversation as experts come together to deliver for the demanding, digital consumer - repeatedly, at scale and at profit. For over 12 years our newsletters, magazines, white papers, research and events have provided highly-regarding insight, analysis and stimulus to the sector. InternetRetailing has been growing significantly, with an increase in our white papers, our research reports (now including the IRUK Top500, the IREU Top500, the IRAU Top250 and a new regional report, IRASEAN. In January 2018 we are moving to a new publishing-and-membership platform, as well as Analyst-level coverage, and so we have an opening for a Staff Writer to join our team. The purpose of the role is to:* Originate short-form, current content for the portal, focused on current activity by retailers, vendors, events, briefings and our own publishing programme
* Re-purpose, amplify and enhance the long-form feature content, providing ‘hooks’ and paths into that content for different reader segments and groups
* Increase our attendance and visibility at industry and partner events, briefings and meetings, reporting on these
* Maintain the site’s dynamism and daily activity - ‘in between’ the longer-form and analytical content
* With the Editor in Chief and other colleagues, create, maintain and develop new formats (e.g. site reviews, store reviews, other short-form serial content) in order to interest and satisfy our readers.

**Success**This role will succeed when:* We have a planned, quality, relevant and highly-trafficked daily content on the portal and social media
* We attract and sustain new readers, converting them to subscribers
* We increase the traffic to our major reports and features
* We are more visible in the market
* We extend our coverage of current industry activity

**Context**You will report to the Editor in Chief but your scheduling and delivery on the portal will be co-ordinated by the Social and Content Manager (who manages site delivery and effectiveness). You will set your own agenda for the most part, however the other editors (five in number) who work remotely will also task you for additional reporting, research or meeting activity.This is an exciting opportunity for an ambitious, self-motivated journalist to work at the heart of an established, highly-regarded professional title. In addition to learning about the sector and growing your own expertise and reputation, you will be exposed to the full gamut of multimedia published, editorial, sales and marketing, as you work across all teams in our flexible, friendly and non-hierarchical business.  |

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| Role and Responsibilities |
| * Write original content for the InternetRetailing.net portal, based on incoming press information, meetings, events and material from across our existing coverage (6 magazine, 22 white papers, 40 eBooks, 14 details research reports, webinars etc)
* Compile the newsletter output both for news updates and thematic/segment content
* Maintain the site’s ‘freshness’ and relevance, working to an editorial calendar and the SEO/traffic strategy
* Contribute to social media communications (original and repurposed material), within the social media strategy
* Create and develop new content types, in consultation with the Editor in Chief
* Interview industry practitioners (retailers, brands, suppliers), both for by-lined content and as shared notes and background for the editorial team
* Contribute to the content research and production for the InternetRetailing magazine, white papers and research reports, as tasked by the respective Editors
* In conjunction with the Social & Content Manager and Marketing Manager, manage other site content
* Maintain the editorial calendar, communicating with the editorial and site teams
* Attend trade shows/industry events/press launches as required from time to time
* Actively network and develop industry contacts based upon your growing knowledge and expertise
* Occasional work across other related group titles: Tamebay.com (Europe’s marketplaces and the DIY eCommerce Guide), eDelivery.net and RetailX.net.
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| Competencies |
| * Demonstrable writing/editing/interviewing skills - to include a strong grammatical grasp, the ability to proof and manage your own work and an ability to write in a range of registers (e.g. from formal to factual to op-ed etc)
* Knowledge of delivering content online, including SEO best practice (we use two online CMS - Affino and Wordpress - a group working system - Asana and number other online platforms)
* Excellent interpersonal skills with the behavioural flexibility and maturity to get the best out of a small, informal team allied to a wide range of external professional and commercial relationships
* Rigourous analytical thinking, able both to question accepted ways of working and then form improved approaches. In particular, you will be comfortable working without imposed structure and have a knack of creating order from early-stage or unformed ideas
* InternetRetailing is part of the SJP Business Media group and we expect our staff to embody values that sustain our business relationships and integrity of our brand. We believe in and exemplify, Passion, Excellence, Fairness, Innovation, Team work, Ownership, Loyalty and Commitment. We review our behaviours and processes continually to ensure that we meet these values for ourselves, our colleagues, our clients and our industry.
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