



**Job Title:** Content Lead, *CEAg World*

**Department:** Editorial

**Reports to:** Group Editor, Specialty Crops

## Summary

This position serves as editorial direction and content lead for a newly created media brand, *CEAg World*. They work closely with the Group Commercial Lead, *CEAg World & Greenhouse Grower* and the Executive Team to develop and execute the content plan and other strategic initiatives. They serve as the public face for the brand and spend a good percentage of their time in contact with industry experts and sources to understand what's important for our audiences and identify opportunities for growth. They serve as the lead in planning engaging content across all available platforms. They also manage the Content Specialist, *CEAg World*.

## Responsibilities include but are not limited to:

- Engaging, building, and expanding the brand's audience with metric- and keyword-driven content production and distribution.
- Leading the content direction of the brand, directing a team of outside expert contributors; working closely with the Group Commercial Lead, *CEAg World & Greenhouse Grower*, on commercially attractive content and sales leads.
- Partnering with the Group Commercial Lead, *CEAg World & Greenhouse Grower*, and Executive Team to conceptualize and execute the content plan and other strategic initiatives key to furthering the brand's presence in the market.
- Drawing upon creative thinking skills to improve and/or establish new content products, distribution plans, and processes in collaboration with internal and external stakeholders.
- Traveling both nationally and internationally to establish contacts, generate content, draw insights, and develop new opportunities for the brand.
- Act as a key advisor to the events team on conference development and execution for brand events.
- Recruiting for, maintaining, and consulting with advisory boards for the brand as well as brand initiatives and events.

## Qualifications:

- Bachelor's degree in Journalism, Content Marketing, Communications, or related major
- Entrepreneurial spirit and drive to continuously improve products for modern audiences
- Strong business sense, experience in developing new media products and building communities
- Excellent writer/editor and communicator able to work across multiple platforms (print, digital, social media, in-person)
- Experience building and marketing a brand, preferably from inception
- Experience/comfort with public speaking
- Demonstrated digital and social media acumen
- Experience managing others
- Strong organizational and multitasking abilities
- Moderate travel required