

ESSENCE

Position Profile

Managing Editor, Essence.com

The Company

ESSENCE.COM is the premiere lifestyle, news and entertainment web site for African-American women. With a motivating message, daily reporting on culturally relevant topics, interactive community features, popular bloggers, original video programming and insider access ESSENCE.COM entertains, informs and empowers the audience. Channels focused on Entertainment and News, Fashion and Beauty, Relationships and Lifestyle make ESSENCE.COM not just another web site-it's a trusted and authentic community. ESSENCE.COM is like a girlfriend that always has her best interest at heart, gives her the scoop, explores the complexities of her personal relationships, hips her to the hottest fashion and beauty trends and informs her political and social agenda. ESSENCE.com is the definitive voice of 18-49-year-old African-American women.

The Position

Reporting to Angela Burt-Murray, Editor-in-Chief of Essence, the Managing Editor will work closely with the Essence online and magazine team to develop original, timely and compelling programming for the site.

Responsibilities:

- Develop and assign creative stories and special packages to channel editors and freelancers and insure that content that meets the same standards as content published in the magazine.
- Coordinate innovative large franchise features as needed across multiple teams (editorial, TII, art, photo, marketing, sales, video) and supervise primary content channels (news and entertainment, work and wealth, fashion and beauty, health and relationships).
- Oversee day-to-day site production tasks along with site executive producer.
- Oversee day-to-day management of online editorial team members, working to create compelling daily content across channels, monitor key metrics and drive audience engagement.
- Work with key managers to prioritize and schedule technical work.
- Direct producers and channel editors in prioritizing projects.
- Help drive and execute strategic vision and goals; refine and build through enhanced programming ideas.
- Analyze site metrics on a daily basis to guide programming.
- Keep up with and incorporate internet content trends.

CONFIDENTIAL

TimeWarner

WORLDWIDE RECRUITMENT & EXECUTIVE SEARCH

The Person

- Must be creative thinker that is able to identify ways to optimize traffic by adjusting content regularly.
- Must be a team player and possess the ability to prioritize and manage multiple projects while meeting both short-term and long-lead deadlines.
- Should have strong interest in target audience.

Education

A Bachelors' degree from an accredited and recognized institution of higher learning is required with an advanced degree (MBA, equivalent) ideal.

Compensation

Essence intends to attract a superior and world-class Managing Editor, and is prepared to offer an attractive compensation package including a base salary, plus bonus.