



## **Digital Content Editor**

### **Work-from-home position/flex hours**

**Who we are:** For 22 years, **ParentMap** has been the leading publisher in the Pacific Northwest parenting industry, delivering engaging content that spans the gamut of the parenting world to our dedicated audience of readers across greater Puget Sound.

**What we're looking for:** We are seeking a highly skilled **Digital Content Editor** with a passion for parenting content, a distinctive editorial voice, and a flair for penning witty copy with a hint of irreverence that draws readers in, to join our team. As the heart and soul of our Latest eNews, the Digital Content Editor owns a large swath of our digital content, covering everything from breaking local news and expert-sourced parenting advice, to sincere articles and opinion pieces embracing everyday parenting concerns, as well as specialized shopping guides. Staying abreast of trends and local news is merely a baseline for this position; a passion for all things parenting, diving into data and the ability to be a “noticer” — they're all musts.

Our Digital Content Editor plays a crucial role in shaping and executing our content strategy, ensuring that our audience stays informed about the latest parenting trends, news and issues that matter most to them. You will bring your drive, determination and interests to our collaborative team, delivering high-quality, engaging and informative articles that move the needle on audience engagement and deepen readers' connections to and trust in the ParentMap brand.

*Candidates from all cultures and communities are strongly encouraged to apply.*

**Reports to:** Managing Editor

**Job status:** Full-time, 40 hours per week

**Job location:** Greater Pacific Northwest area preferred; work-from-home position with occasional in-person meetings on Mercer Island



**To apply:** Email your résumé and cover letter to [admin@parentmap.com](mailto:admin@parentmap.com). Please include "Digital Content Editor" in the subject line of your email.

### **Key responsibilities:**

- Write original articles and update existing ParentMap content as needed.
- Pitch new article ideas that capture the attention of our parent readers, the spirit of our communities and the ethos of our mission.
- Assign work to freelancers and help them develop articles by providing clear guidelines and feedback, ensuring high-quality content delivery.
- Develop a data-driven content strategy that incorporates SEO best practices and emerging technologies, and execute this strategy across ParentMap platforms.
- Plan and execute an effective eNews strategy for the Latest that drives engagement and meets KPIs.
- Analyze and identify key content opportunities for new and updated articles that drive growth, reader engagement and reach, and support ParentMap's mission.
- Regularly report on trends, opportunities and overall content performance analytics, using key metrics to demonstrate content quality and strength.
- Edit and proof articles, eNews and marketing materials as needed, and occasionally build eNewsletters.
- Work closely with the content team to ensure editorial alignment, content consistency and overall brand voice.
- Manage a portion of the content budget for new story development in the Latest eNews or ParentMap's print magazine.
- Assist with overall content efforts including eNews, print, proofing and more as needed.

### **Qualifications and requirements:**

- Passion for parenting, family issues and the ability to notice trends affecting Greater Seattle-area parents and others in the Pacific Northwest.

# Parent Map

PNW INSIDE + OUT

- Bachelor's degree in journalism, communications or a related field.
- Minimum of 3 years of experience in digital media, content editing or journalism, with a focus on trending, local parenting news and/or topics.
- Strong writing and editing skills, with an excellent command of grammar, punctuation and AP style.
- Familiarity with current SEO best practices and the ability to optimize content for search.
- Experience with emerging AI technologies is a plus.
- Familiarity with Drupal (CMS), digital newsletter building, print production and basic HTML knowledge is a plus.
- Ability to work in a fast-paced environment, meet tight deadlines and juggle multiple projects simultaneously.
- Excellent organization and communication skills, with a keen attention to detail.

## **Compensation**

The salary range for this position is \$55,000–\$65,000 per year based on qualifications, skills and experience. Employees will receive a vacation grant of three weeks with additional vacation time granted according to years of employment. Employees will also receive 11 paid holidays over the course of the calendar year as well as Washington state–mandated time off for sick leave and personal obligations. Additionally, ParentMap offers benefit plans including health, vision and dental.