Digital Editor, Family Tree

Join a dynamic team dedicated to preserving and celebrating family heritage. Family Tree magazine is a leading brand in the education of genealogy and family history, committed to connecting individuals with their roots and fostering a sense of belonging through education and research.

As a Digital Editor, you will play a pivotal role in shaping our brand's online presence. Your primary responsibility will be to plan, create, edit, and publish engaging content for our editorial e-newsletter and social media platforms. Through compelling storytelling and strategic content curation, you will promote our brand's mission, values, and profile, with the overarching goal of increasing online engagement and revenue.

Key Responsibilities:

- Plan, create, edit, and publish content for the Family Tree editorial e-newsletter and various social media platforms.

- Collaborate with the editorial team to develop content-creation strategies and packaging for online distribution.

- Monitor key performance indicators (KPIs) to assess content effectiveness and guide future content strategy.

- Contribute to the development and writing of online content, ensuring consistency with our brand's editorial voice and standards.

- Stay informed about industry trends, audience preferences, and digital best practices to continuously improve content performance.

Qualifications:

- Bachelor's degree in Journalism, Communications, English, or related field.

- Proven experience in digital content creation, editing, and publishing, preferably in a media or publishing environment.

- Strong writing and editing skills, with the ability to craft compelling narratives tailored to online audiences.

- Proficiency in content management systems (CMS) and social media management tools.

- Familiarity with SEO best practices and basic understanding of web analytics.

- Excellent project management and organizational skills, with the ability to meet tight deadlines in a fast-paced environment.

- Passion for genealogy, family history, or related topics is a plus.

Family Tree magazine is part of Yankee Publishing's media lineup. Yankee Publishing has been an independent media company since 1935 that produces print, digital and television media from beloved and enduring brands such as *The Old Farmer's Almanac, Yankee, and New Hampshire Magazine.*

Yankee Publishing is 100% employee-owned and offers a generous benefits package, including health, dental, flexible spending accounts, paid holidays and vacation, 401K plan with employer match, and an Employee Stock Ownership Plan (ESOP).

Yankee Publishing provides a collaborative working environment along with a welcoming, inclusive corporate culture, where individuals are recognized for their contributions. We believe in diverse representation and strongly encourage people of color, the LGBTQ+ community, veterans, those with disabilities, and individuals from other underrepresented groups to apply.

We prefer that the digital editor live within a commutable distance to our home office in New Hampshire, but we will consider remote applicants from the following states: Massachusetts, Maine, Connecticut, Pennsylvania, Ohio and Michigan.

How to Apply: If you're passionate about digital media and preserving family heritage, we want to hear from you! Please submit your resume, cover letter, and portfolio showcasing your digital content creation and editing skills to www.ypi.com.