

## Digital Editor, Evergreen Content

Yankee Publishing is seeking a strong associate digital editor for *The Old Farmer's Almanac* brand to review, update, and improve our extensive library of evergreen informational content.

This is an editorial position focused on helping readers find clear, accurate, useful answers to their questions. The editor will work primarily with existing articles, strengthening their substance, organization, accuracy, readability, and usefulness while applying digital publishing and search best practices.

The ideal candidate has professional experience editing published web content in a content management system. Success in this role requires strong editorial judgment, an understanding of reader needs, and an appreciation for how people discover information online. You'll evaluate existing content, use data to inform editorial decisions, and continually improve content so it remains accurate, engaging, discoverable, and valuable over time.

This is an excellent opportunity for a curious, collaborative editor who enjoys making good content even better and wants to build expertise in evergreen content strategy and modern digital publishing.

### Core Responsibilities

- Substantively edit existing evergreen articles to improve accuracy, clarity, organization, completeness, readability, and usefulness.
- Evaluate whether an article answers the reader's question clearly and efficiently.
- Research and verify information, identify missing or outdated material, and determine when an article requires a minor update or a more significant revision.
- Update and publish content in a CMS while following established editorial standards and digital workflows.
- Improve headlines, introductions, headings, formatting, internal links, metadata, and article structure to support reader understanding and content discovery.
- Use search queries, audience behavior, and content performance information to identify opportunities for editorial improvement.
- Maintain content quality by correcting outdated information, broken links, structural inconsistencies, and presentation issues.
- Participate in large-scale editorial refreshes and content improvement projects.
- Collaborate with subject matter experts, editors, and digital colleagues to produce accurate, trustworthy informational content.
- Maintain the voice and standards of *The Old Farmer's Almanac* while making content effective for today's digital reader.

### Qualifications Required

- Bachelor's degree or equivalent professional experience.
- At least two years of professional experience editing content published on a website.

- Demonstrated experience making substantive improvements to existing digital articles, not solely proofreading or correcting grammar.
- Experience editing informational, educational, reference, service, or how-to content intended to answer readers' questions.
- Professional experience working in a CMS.
- Strong editorial judgment, research ability, and fact-checking skills.
- Ability to reorganize and revise content for clarity, completeness, usefulness, and reader experience.
- Experience applying basic SEO and digital content principles, such as user intent, headings, internal linking, metadata, and search-focused content organization.
- Ability to use, or quickly learn to use, content performance tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, or comparable platforms.
- Strong organizational skills and the ability to manage multiple articles and editorial priorities.

### **Qualifications Preferred**

- Experience editing evergreen content for a publisher, media company, educational organization, reference website, or other informational platform.
- Experience working with articles written by subject matter experts.
- Familiarity with gardening, weather, astronomy, food, home, lifestyle, or DIY topics.
- Interest in how search and AI-powered discovery are changing the ways readers find informational content.

### **What This Role Is Not**

- Proofreading finished copy
- Writing advertising or promotional copy
- Producing product descriptions
- Creating sales or conversion-focused marketing content
- Managing paid search or digital advertising campaigns
- Developing social media campaigns

It is a hands-on editorial role for someone who enjoys taking existing informational content and making it more accurate, complete, useful, discoverable, and satisfying for readers.

### **Why Yankee Publishing**

Recently celebrating our 90th year of telling New England's stories, Yankee Publishing is a proudly independent media company producing trusted print, digital, and television content through beloved and enduring brands such as *The Old Farmer's Almanac*, *Yankee*, and *New Hampshire Magazine*.

The salary for this position is \$55,000 - \$62,000, BOE. In addition to your salary, the Company offers eligible employees a variety of benefits including medical, dental, life and disability

insurance, 401k, 401k match, employee assistance program, flexible spending account, paid time off for vacation and sick time, paid holidays and an ESOP.

Yankee Publishing is 100% employee-owned, offering employees a meaningful stake in the company's success. We provide a generous benefits package, including health and dental insurance, a flexible spending account, paid holidays and vacation, a 401(k) plan with employer match, and an Employee Stock Ownership Plan (ESOP).

We foster a collaborative, welcoming, and inclusive workplace culture where individuals are recognized and valued for their contributions. Yankee Publishing believes in diverse representation and strongly encourages people of color, members of the LGBTQ+ community to apply.

## How to Apply

This is a **hybrid position** based in our **Dublin, New Hampshire office**. Regular time in the office gives team members the opportunity to collaborate closely, learn the unique voice, values, and editorial standards of *The Old Farmer's Almanac*, and contribute ideas that strengthen our digital content.

Please submit a resume, cover letter, and two or three relevant work samples on our careers page on our website: <https://ypi.com/employment/> . At least one sample should demonstrate how you edited, restructured, updated, or optimized an existing digital article.

When possible, please briefly explain:

- What condition the content was in before your work
- What editorial or digital improvements you made
- How you determined what readers needed
- What tools or information informed your decisions