
Senior Editor

Position Title: Senior Editor

Location: Oxford, UK or New York, NY

Applications Due: 31 January 2011 to allenshaw@2degreesnetwork.com

Start Date: 1 March 2011

About 2degrees

2degrees is a dynamic, fast growth internet company that within 3 years has become the world's leading online community for sustainable business with over 18,000 professional members. We are a company at the forefront of not one but two economic revolutions: sustainability and the B2B use of social media.

We provide managed services through our online community for both individual professionals and corporations. These services enable our members to reduce costs, risks and environmental impacts, as well as innovate, grow and build competitive advantage by operating sustainably.

We do this by helping them:

- Connect with one another
- Learn from one another
- Gain insights into the issues, impacts and business benefits of sustainability
- Engage and influence their stakeholders to achieve their sustainable business goals
- Collaborate to solve sustainable business problems
- Find solutions providers

2degrees is open only to qualified sustainability practitioners and is organized into focused Working Groups, each managed by a Community Manager. As a consequence, we ensure quality – of our membership, content and practical problem solving activities. Our Community Managers, through in-depth engagement with our members, work to develop programs of activity based around member needs, generate original content and curate the best content from other sources to ensure that 2degrees is timely, engaging and solutions-oriented towards our members' needs.

The Role

The Senior Editor will work closely with the Community Director and community team in the development of original content for the website. The Senior Editor will have significant input in creating a content

strategy that meets the immediate business needs of the 2degrees membership while also addressing forthcoming risks and opportunities.

They will work closely with the Community team to refine the editorial voice for the site, edit written material, assist in the production of video and podcasts, find creative ways of packaging existing content across media formats, and developing fresh and original takes on the pressing issues facing business today.

The ideal candidate will be someone who has prior experience with managing the development of content (both written and multimedia) for a business audience, has experience writing for the web, both feature writing and blogging, and has experience managing a small team of writers and acting in an editorial capacity.

This role provides an opportunity to engage with many of the most influential organizations and individuals in the global sustainable business economy. Through your efforts, you will help businesses and individuals find solutions to their sustainable business challenges and will be part of our vision as a key player in the fourth economic revolution towards a sustainable world.

Responsibilities

- Developing editorial standards
- Refining and maintaining an editorial voice across the site
- Copy editing and writing blog posts, long-form articles, and any non-marketing written material
- Overseeing development of weekly newsletters
- Assisting the Community Managers with the development of in-depth reports and summaries
- Overseeing freelance and guest bloggers and writers
- Assisting the community director with the delineation of free and premium content
- Quality control over all online material
- Social media engagement (Twitter, LinkedIn, Facebook)
- Benchmarking content quality against market standards
- Identification of new trends, news stories, and relevant resources
- Working with the Community Director and Community Managers to develop content strategies and maintaining an editorial calendar

Ideal Skillset

- 4-6 years+ experience in online publishing, particularly in an editorial capacity
- Broad understanding of current issues in sustainability
- Familiarity with social networking in a business environment, principally twitter and Facebook
- Comfort with business communication and talking to high-level individuals
- Strong organizational capability and ability to meet deadlines
- Ability to manage several projects concurrently

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- Curiosity and a journalistic sensibility for finding interesting stories
 - Strong writing and editorial capability (please provide past examples)
 - Exposure to online community building and member engagement

If you think you have the right skills and want to join this dynamic and fast growing company that is really changing the way organizations do business, please apply by sending a CV or resume, a cover letter, along with writing samples, letting us know why you think you would be a great fit at 2degrees. Apply by email to: allenshaw@2degreesnetwork.com by 31 January 2011.

2degrees is an equal opportunities employer. We aim to ensure that no job applicant or employee receives less favorable treatment on the grounds of gender, marital status, race, color, ethnic origin, sexual orientation, age or disability, and that all appointments are made purely on the basis of merit. A compensation package appropriate to experience will be available to the right candidate.