

GENTLEMAN'S JOURNAL

Job Title: Editor

Location: Knightsbridge, London

About Gentleman's Journal

Over the last ten years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world. Today, Gentleman's Journal is the premier lifestyle publication, agency and influencer brand for the modern gentleman — 'a curated handbook of the finer things in the world'.

Our offering:

- [Gentleman's Journal](#)
- [GStudio](#)
- [GInfluence](#)
- [GJ Marketplace](#)

The Role

Gentleman's Journal is looking for an individual to take the reigns as the new Editor of the business. With the current Editor, Joe Bullmore, moving to become Gentleman's Journal's Editor-at-large, we are looking for someone to take control of the editorial direction across both print and digital. The role is focused on continuing to grow the digital side of the business as well as directing a new era of the print magazine.

The individual will be able to seamlessly pick up the Gentleman's Journal brand direction and tone of voice and have a very strong understanding of what our audience is interested by. Furthermore, the person will need to have a high interest and be well-educated on current affairs and understand on-trend fashion and behavioural trends in the men's lifestyle space.

This role will work closely with the Founder, Editor-at-Large and new Creative Director to oversee the creative and commercial direction of output as the business moves forward. Co-ordinating a small team of in-house writers and designers, as well as freelance contributors and sub-editors, it is a fast-paced but hugely rewarding role and we are looking for someone highly driven to take that next step and play a vital role in growing the brand.

Key Responsibilities

Digital

- Leading Editorial, Social and Web to drive traffic and follower growth with the ultimate aim to convert audience to paying members.
- Working closely with other relevant teams within the business (Social, Design, Web, E-commerce and Marketing) to maximise quick growth.
- Lead on all SEO strategies (with budget to hire an SEO consultant / agency).

- Lead on weekly, monthly and quarterly editorial, commercial, e-commerce and Clubhouse content strategies.
- Commission and edit digital content on all platforms (including the website, social and newsletter), from features to regular series, to film and photography.
- Lead on email / newsletter strategies (single sends + automation).
- Work with contributors to commission and produce content, promoting a digital-first mindset.
- Maintain the Gentleman's Journal tone of voice, ensuring all digital content is aligned with the brand.
- Work closely with the Marketing and Digital teams to hit KPIs, in line with the broader editorial and commercial strategies.
- Stay on top of digital trends, providing feedback to the wider team on new innovations where relevant.
- Represent and be the face of Gentleman's Journal at industry and partner events.

Print

- Manage the day-to-day production of print editorial in the Gentleman's Journal portfolio.
- Manage sub-editing and quality control of Gentleman's Journal's print editorial and commercial properties.
- Oversee idea creation and submission from writers, team members and contributors.
- Lead up the commissioning and coordination of in-house and freelance writers, photographers, contributors and sub-editors for print products.
- Manage individual staff member workload and workflow on print products.
- Prioritise activity between commercial and editorial tasks.
- Lead production on shoots for print products.
- Lead print production and schedule.

Candidate Requirements

- 5+ years experience in a similar industry.
- Ability to provide examples of outstanding published news and feature articles.
- A strong understanding of SEO with the ability to execute growth tactics.
- A passion for, and understanding of men's lifestyle and fashion.
- Impeccable editorial judgement and written and verbal communication skills.
- Experience using photo and video editing tools (e.g. Indesign, Photoshop).
- Ability to work swiftly and to deadlines.
- Must have a vibrant and unique voice. Must be confident, collaborative, and communicative with a desire to thrive in a fast-paced media environment.
- Knowledge of digital analytics and reporting tools (e.g. Data Studio).
- A strong understanding of different CMSs with the ability to execute.
- A strong understanding of email and CRMs (e.g. Klaviyo).
- Solid network of media industry contacts.
- Ability to handle multiple projects and meet deadlines without fail.

Culture & Benefits

- Leadership role within the team with fast growth opportunities.
- Central London located office at the bottom of a Belgravia mews surrounded by pubs and restaurants.
- Regular events, socials and team lunches.
- Young, social team.

To apply please send your CV to robbie@thegentlemansjournal.com.