



Lead Editor job description

Do you want to turn a great local blog into an even greater media site? Greater Greater Washington is looking for a talented, motivated journalism professional with a keen eye for engaging content, experience building readership and working with writers, and a strong commitment to an inclusive, diverse, growing Washington, DC region where all people can choose to live in walkable urban communities.

Greater Greater Washington brings people together online and offline to discuss, organize, and advocate for a greater Washington, DC region for all people. Founded by David Alpert in 2008, GGWash (ggwash.org) informs and engages people about urbanism in the Washington region and influences policy and decision-making about how our region's urban areas should grow and develop. GGWash has been named one of the best city blogs in the world by *Guardian Cities* and Best Local Blog in the Washington Area by *Washingtonian* magazine.

Just as our goal is to make a great region even greater, we want to make a great blog even greater—and we want to find a leader who can help drive this process.


The duties of the Lead Editor include:

Content and copy editing: (~60%)

- Review submitted posts and decide which ones to accept or reject. Efficiently and tactfully communicate with contributors about status and reasons for the decisions.
- Edit posts for clarity, grammar, and to match the Greater Greater Washington style guide. Communicate edits to the author and reach agreement on final drafts.
- Write or modify introductory paragraphs, headlines, and tweets to maximize post quality, reader interest, and social media referrals.
- Edit Breakfast links.
- Identify opportunities to creatively vary regular practices around post formats, headlines, and other elements to improve variety, readability, and interest.
- Ensure all content and headlines are optimized for organic search and reflect SEO best practices.

Manage blog performance: (~20%)

- Ensure that 4-5 posts (including Breakfast Links) go live each day.
- Develop proposals for achieving goals and targets, including increasing readership and engagement with our content.
- Execute on the planned strategies to achieve set targets while ensuring the quality remains high. Use metrics and data to measure progress toward targets.

The Washington, DC region is great  and it can be greater.



Editorial leadership: (~20%)

- Cultivate and support volunteer contributors to ensure a dependable, diverse corps of writers who can sustain the volume of high-quality posts about the issues GGWash seeks to cover.
- Lead meetings of the volunteer editorial board.
- Manage Breakfast Links team.
- Support other Greater Greater Washington programs and activities as appropriate.

This is a full-time, salaried position. The Lead Editor will work primarily from Greater Greater Washington's offices at our space at WeWork White House, 1440 G Street NW, Washington, DC. We offer a benefits package that includes health insurance contributions, commuter benefits, and flexible paid time off. Work is mainly during the business day but will require occasional evening commitments for events and work outside regular hours when necessary to cover breaking news.

Qualifications: Promising candidates will have most or all of the following qualifications:

- **Sustained interest in urban planning**, transportation, and/or housing policy, either through work in media (such as writing about these issues) or work in the planning or transportation field(s).
- **Extreme attention to detail in writing**, including a knack for noticing errors while quickly reading text, and a strong understanding of grammar. A strong working knowledge of AP Style is desirable.
- **Talent at making complicated issues clear and compelling** including detailed and technical topics. We work hard to convey important points about complex issues in an understandable way for laypeople. The Lead Editor needs to be able to pull out the core point from long articles, reword academic-sounding phrasing, and make clear why an issue matters to everyone.
- **Aptitude for teaching and leadership**, as applicable to communicating Greater Greater Washington's editorial values to a wide range of current and potential volunteer contributors and patiently assist them in improving writing and blogging skills.
- **An analytical mindset and experience analyzing data, particularly in journalism or a related field.** We're looking for someone who can use metrics and analytics to inform blog and editorial strategy. Working knowledge of Google Analytics is a plus.
- **Experience growing readership** for an online news outlet.
- **Familiarity with social media** including Twitter and Facebook and using it to drive traffic to web content.
- **Strong understanding of local issues** and experience with multiple parts of the Washington region in DC, Maryland, and Virginia.
- **Facility with wearing multiple hats to** support the efforts of team members in a small, growing nonprofit organization.

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Greater Greater Washington is a small nonprofit organization, driven by volunteers who contribute remotely and a team of four staff who are regularly in the office together. Greater Greater Washington provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.

To apply, please send a resume; cover letter explaining your interest in and your qualifications for the position, and why you want to be a part of our team; salary requirements; and two short writing samples to jobs@ggwash.org with "Lead Editor" in the subject line.