



**NOTE: Due to Sales Tax Nexus, Candidates will only be considered for this role if they reside in the following states: AZ, CO, MA, NJ, NM NY, OH, WI.**

**Candidates meeting the desired qualifications should apply by submitting a resume and cover letter to [hr@goldenpeakmedia.com](mailto:hr@goldenpeakmedia.com).**

## **Content Manager/Producer**

Golden Peak Media's mission is to help fine artists and crafting artisans by inspiring, educating and connecting them throughout their creative journey. Through newsletters, web communities, streaming workshops, on-demand classes, print publications, competitions and events, Golden Peak helps millions of people explore their passions and take their craft to the next level. We are an experienced team of experts dedicated to helping readers make smart decisions and choose the right products with ease.

While our brands are more than 50 years old, we are entrepreneurial, and our projects and jobs evolve constantly as challenges and opportunities arise, so any job description is just a beginning. We value curiosity, creativity and problem-solving and encourage everyone to take the initiative to move the company forward.

The Content Manager/Producer is a key part of our editorial team, which brings rich industry knowledge to our global coverage of knitting, sewing, quilting, fine art, crocheting, jewelry making, and beading. The Content Manager/Producer ensures this incredibly rich content is found and easily accessible to our readers and subscribers.

## **Job Description**

The Content Producer takes ownership of all tasks for producing our sites and newsletters. You curate and package our content across our sites, in our newsletters and socially. You create new web pages and optimize existing pages via our WordPress CMS across the GPM network of crafting and artist sites. You implement our newsletter strategy. The Content Producer manages timely content production of our stories, product recommendations, and how-to guides, including building stories and guides in our CMS.

A typical day in the life of a Content Producer involves programming our daily newsletters, updating our home page and key landing pages with refreshed/new content from our editors or archives, reviewing our website for opportunities to drive more engagement, overseeing content distribution for social, and liaising with stakeholders. You review key traffic, engagement, and subscriber metrics to identify future growth opportunities. You work closely with Content Leads to coordinate larger projects and initiatives.

## Responsibilities

- Own high-level strategy and daily publishing decisions aimed at growing followers, engagement, click-thru and revenue.
- Manage an editorial calendar that mixes inspirational, trendy and evergreen content for a range of skill levels.
- Create, aggregate, and develop fresh daily content digital platforms and newsletters based on trends, data, and audience interest.
- Track and manage content performance and engagement KPI reports; use data analytics to contribute to editorial strategy, competitor analysis, and SEO opportunities.
- Work across the company to aid in coordination of larger projects such as website migrations, newsletter updates, and other overhauls.
- Provide the CMS expertise to help plan projects; advise of any blockers within the team.
- Review existing stories for formatting compliance and make adjustments.
- Communicate with the product team to report bugs and discuss new features.
- Light photo editing and resizing.
- Opportunity to contribute content ideas and write bylined posts.
- Stay on top of community issues, techniques and trends, key people and institutions.

## Skills

- Must be a WordPress authoring expert able to make any required changes, as well as share best practices with team members.
- Strong writing, storytelling, research, producing and editing skills.
- Thorough knowledge of English grammar, spelling, punctuation, and usage; familiarity with Associated Press style guide.
- Ability to work in Microsoft 365 suite.
- Basic knowledge of HTML and graphic design.
- Project management skills, including the ability to manage schedules and deadlines for multiple projects.

## Benefits:

- Competitive compensation package
- Ability to work remotely.

Golden Peak Media provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

*The statements used herein are intended to describe the general nature and level of the work being performed by an employee in this position and are not intended to be construed as an exhaustive list of responsibilities, duties and skills required by an incumbent so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the Company.*

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