



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

## Managing Editor Job Description

Do you want to lead a widely-read, influential local news outlet that drives the conversation around shaping the future of the Washington region to be more equitable and sustainable? Do you enjoy helping professional and emerging writers and volunteers turn opaque governmental and planning processes into clear, compelling articles that enable residents to be more civically engaged and better informed about the most significant forces shaping their communities?

Greater Greater Washington is looking for a talented, motivated journalism professional with a keen eye for engaging content, experience building readership and working with freelance writers and fellows, 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 (GGWash) is a news and opinion site which focuses on transportation, housing, and other public policy in DC, Maryland, and Virginia with a strong emphasis on equity and sustainability. GGWash attracts nearly 200,000 unique visitors per month. It was named one of the best city blogs in the world by *Guardian Cities* and Best Local Blog in the Washington Area by *Washingtonian* magazine.

The duties of the Managing Editor include:

### **Content and copy editing:** (~50% of time):

- Review submitted articles and decide which ones to accept or reject. Efficiently and tactfully communicate with contributors about status and reasons for the decisions.
- Edit articles for clarity, grammar, and to match the Greater Greater Washington style guide. Communicate edits to the author and reach agreement on final drafts.
- Write ledes, headlines and tweets to maximize post quality, reader interest, and social media referrals.
- Identify opportunities to creatively vary regular practices around post formats, headlines, and other elements to improve variety, readability, and interest.
- Manage the pipeline of articles to ensure 3-4 articles go live each day.

**Editorial management:** (~30% of time):

- Manage our full-time Editor and Correspondent who spends 50% of time on reporting and 50% on editing. Assign editing tasks and work together with them to align editing practices and collaboratively advance the site's needs.
- Coordinate efforts of our two freelance correspondents. Review pitches and arrange regular check-ins. Hire and mentor new correspondents as needed.
- Cultivate and support volunteer contributors to ensure a dependable, diverse corps of writers who can sustain the volume of high-quality articles about the issues GGWash seeks to cover.
- Lead the volunteer Editorial Board to provide useful guidance about the site's direction.

**Site performance:** (~20% of time):

- Track metrics and data including those related to readership, traffic, engagement, and the diversity of topics and authors.
- Collaborate with the Executive Director to set goals and targets to increase performance on chosen metrics.
- Develop and execute on strategies to achieve targets while maintaining quality.

You should apply if you have 75-80% of the following characteristics:

- **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.
- **Excellent time management** and ability to juggle and prioritize many short-term and long-term tasks and projects and think ahead to what will need to happen in the future.
- **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 Managing 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 paid and volunteer contributors and patiently assist them in improving writing and journalism skills.
- **Commitment to equity and sustainability**, including ensuring representation by persons of color, women and gender non-conforming individuals, and people living in areas historically negatively impacted by urban planning policies, and processes to ensure the health and vitality of our communities amid a climate crisis and other large-scale resiliency threats.
- **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).
- **An analytical mindset and experience analyzing data**, particularly in journalism or a related field, to use metrics and analytics to inform editorial decisions and 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.
- **Basic understanding of HTML** to tweak minor formatting issues is a plus.
- **Facility with wearing multiple hats** to support the efforts of team members in a small, growing nonprofit organization.

This is a full-time (40+ hours/wk), salaried position with compensation in the range of \$60,000 to \$80,000 per year plus bonuses depending on experience.

Candidates should be available to start work on or close to the start of January, 2020.

You will be based at Greater Greater Washington's offices at WeWork, 1440 G Street NW, Washington, DC. Access to a car is not required. Work is mostly during the business day with occasional evening and/or weekend commitments for events.

We offer a benefits package that includes health insurance contributions, transit commuter benefits, 401(k) deferral, and flexible paid time off.

Greater Greater Washington provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or disability.

To apply, send a resume; one-page personal narrative discussing why you feel this is a great position for you; and two writing samples to [jobs@ggwash.org](mailto:jobs@ggwash.org) with "Managing Editor" in the subject line. Applications will be accepted on a rolling basis through Sunday, December 8.