

## Features Writer - Vogue

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Company: Condé Nast India

Location: mumbai

Category: other-general

Condé Nast is a global media company producing the highest quality content with a footprint of more than 1 billion consumers in 32 territories through print, digital, video, and social platforms. Condé Nast is renowned for provocative, influential, award-winning content-across brands, across platforms, and across continents.

Condé Nast India is dedicated to producing high-quality, compelling content that connects with India's most influential audiences. A leader within the market, Condé Nast India produces the premium titles Vogue, GQ, Condé Nast Traveler, and Architectural Digest (AD).

### Position Summary & Scope

This position is responsible to ensure that the digital platforms - websites and social - are full of appealing content and in line with the brand's positioning. This position will help in generating the strategy for stories and promotion; editing and quality checking; working closely with the audience development and tech team, while also writing stories.

### Areas of Responsibility (Key Result Areas)

Working closely with the editors, under the guidance of Head of Editorial Content - Vogue to execute the digital, events and social media strategy - writing and editing content.

Work closely with the Digital Editor and Digital teams i.e. Audience and Social, to hit digital KPI's and be accountable for meetings and targets, in line with the broader editorial strategies.

Enable the team to stay on top of digital trends, providing feedback on new innovations where relevant using the insights received through Google Analytics.

To ensure content creation is in line with global and local editorial guidelines and Vogue values.

Maintain Vogue's tone, ensuring all digital content is aligned with the brand.

Manage the day-to-day running of Vogue's website and social channels.

### Key Skills & Core Competencies

Functional Competency:

Proficiency in copy editing and research/ fact checking.

Proficient Fact-checking InCopy/InDesign.

Strong knowledge of international and local Fashion trends.

Knowledge of SEO concepts and Wordpress

Wordpress understanding of Google Analytics

Behavioral Competency:

Networking

Cultural Sensitivity

Market Awareness

Stakeholder Management

### Qualification and Experience

Bachelor's Degree in Journalism with 2 + years of relevant experience

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