

Come work with Magnum

Content Strategy Director, Digital

MAGNUM:

Magnum represents some of the world's most renowned photographers, maintaining its founding ideals and idiosyncratic mix of journalism, art and storytelling. Magnum photographers share a vision to chronicle world events, people, places and culture with a powerful narrative that defies convention, shatters the status quo, redefines history and transforms lives. Magnum photographers are a rarity and the agency is self-selecting, with a 4 year long process. The membership has evolved over the years to encompass the work of almost 100 diverse photographers.

We have offices in New York, London, and Paris, and work with press, publishers, advertising, television, galleries and museums across the world. We have a traveling roster of over 100 exhibitions, education initiatives focused on the next generation of visual storytellers, an ecommerce platform, and an editorial platform telling stories across art, culture, news and photography to our audience of over 5.5 million.

ABOUT THE ROLE:

We are looking for the first Content Strategy Director to join Magnum. As a member of the digital team, you will be a strategic and data driven editorial leader who understands the world of photography and culture and loves telling stories. You have excellent critical thinking abilities and a proven track record of managing and growing editorial platforms across different mediums— video, audio, and text— and channels. You excel at developing a high-performing team and leading by example.

Beyond setting the vision and strategy, you must be able to develop and create content that drives business goals such as audience growth, engagement, acquisition, reach and loyalty. An in-depth knowledge of brands, culture and photography is a must but also the ability to spot trends across different fields and apply them to this industry.

This role will report to the Chief Digital Officer and will partner with nearly every consumer-facing (B2B and B2C) team in the organization.

WHAT YOU'LL DO:

Content Strategy

- Redefine Magnum's editorial vision and position as one of the foremost photography spaces by driving brand awareness, developing engagement and creating loyalty through storytelling
- Drive the creation of an omni-channel full-funnel content strategy that engages our global audience at every touchpoint
- Thoughtfully relate content to larger business objectives, and evolve our content strategy based on cultural, educational and commercial opportunities
- Own tone of voice across B2B and B2C customer-facing channels, partnering with cross-functional teams to do so, to demonstrate the depth and breadth of our membership and audiences

Content Development & Channel Management

- Produce episodic content for digital, programming that will attract new audiences into the funnel and grow them within the Magnum world
- Leverage Magnum members' content for amplification through Magnum's owned and third party channels to drive qualified traffic to Magnumphotos.com
- Oversee digital content hubs and all supporting social channels including partnering extremely closely with the marketing team to influence channels like email and paid social
- Define and implement SEO best practices
- Leverage social listening tools to provide consumer insights and cultural trends to the business to help inform innovation, creative development, media targeting and memorable experiences

Leadership

- Tell the Magnum members' stories and demonstrate our purpose in engaging, innovative ways
- Act as a thought partner to Magnum photographer members and internal stakeholders on how to merge photography with other storytelling mediums
- Maintain excellent relationships with external and internal teams to brief and manage original content for distribution
- Lead a team across social engagement, editorial, copy and graphic design
- Hire and manage freelance writers and creatives where applicable

WHO YOU ARE:

- A sensitive storyteller at heart with a passion, energy, and enthusiasm for all digital platforms that seeks to understand what audiences consume and how to create it
- Excited to think big
- An evidence-based thinker who knows how to organize content categorization and structure across editorial and social media, content development, distribution and measurement
- Experience in developing editorial governance so content is consistent with our brand voice, style and tone
- Able to hold strong opinions, loosely
- Comfortable creating new procedures where they don't yet exist and amending procedures that need change
- Experience working with data and reporting tools such as Excel, Google Analytics and business intelligence tools (Tableau, Looker, etc)
- Exceptional writer with highly-effective communication skills
- Experience and confidence in people leadership who is passionate about career development, mentorship and growth to get the best out of their teams
- Naturally inquisitive, deliberate, and collaborative team player, which makes you open and eager to engage with feedback
- An entrepreneurial self-starter with go-getter attitude and a positive and upbeat nature
- Don't mind getting your hands dirty and is excited about imagining and building the future of Magnum

MINIMUM QUALIFICATIONS:

- 8- 10 years of experience working in-house for a media, retail or consumer brand
- 3+ years of experience in managing teams across global regions and time zones
- Passionate about culture, the arts and photography
- Based in London, NY or Paris

To apply, please email
laura.kilberg@magnumphotos.com
with your CV, cover letter and portfolio.

MAGNUM
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