

Job Title: Horticultural Magazine Editor

Location: Work from home

Job Type: Contractual part time (11 issues per year)

Salary: Negotiable

Reports to: Publisher / Greener Publishing and Media Pty Ltd.

Job Overview:

We seek a talented and passionate Horticultural Magazine Editor to join our team. The ideal candidate will have a strong background in horticulture, a keen eye for detail, and the ability to craft compelling, informative content that resonates with seasoned professionals. This role requires overseeing the production of high-quality articles, managing a team of writers and contributors, and contributing to the magazine's editorial vision.

Key Responsibilities:

1. Editorial Leadership:

- Lead the editorial direction for the horticultural magazine, ensuring content aligns with the publication's mission and audience.
- Oversee the content creation process from concept to publication, ensuring articles are well-researched, engaging, and accurate.
- Collaborate with writers, photographers, illustrators, and designers to produce visually appealing and informative issues.

2. Content Development:

- Write, edit, and proofread feature articles, and other relevant content.
- Curate and assign topics for feature articles,
- Ensure content includes up-to-date horticultural trends, techniques, plant profiles, environmental sustainability, and expert advice.

3. Contributor Management:

- Recruit, manage, and nurture a network of writers, horticultural experts, and industry professionals.
- Provide feedback and guidance to contributors to ensure high editorial standards.

4. Research and Networking:

- Stay informed about the latest trends, innovations, and best practices in the horticultural industry.
- Build relationships with horticultural societies, industry leaders, and gardening experts to source content ideas and guest contributors.

5. Publication Management:

- Coordinate the production schedule and ensure timely delivery of articles and features.
- Oversee the design and layout of magazine pages in collaboration with the design team.
- Ensure the final product meets editorial quality, accuracy, and consistency standards.

6. Audience Engagement:

- Engage with readers through social media, letters to the editor, and other communication channels.
- Use feedback and analytics to improve content and tailor the magazine to the interests and needs of the audience.

Qualifications:

- **Experience:**

- Proven experience as an editor, preferably with a background in horticulture, or related fields.
- Experience in editorial management, content creation, or journalism, with a portfolio of published work.
- Familiarity with horticultural trends, plant care, garden design, sustainability, and eco-friendly practices.

- **Skills:**

- Strong writing, editing, and proofreading skills with an attention to detail.
- Excellent organisational and time-management abilities to handle deadlines and projects.
- Ability to work collaboratively with a team and provide constructive feedback.
- Knowledge of SEO and content optimisation techniques for online platforms.

- **Education:**

- Qualifications in Horticulture, Journalism, English, Environmental Science, or a related field is preferred.

Desirable Attributes:

- Passion for horticulture and deep knowledge of plants and sustainable practices.
- Creative thinker with the ability to transform technical topics into accessible, engaging content.

- Experience with social media management and building online communities.
- A network of industry contacts in the horticulture or gardening community.

How to Apply:

Interested candidates are encouraged to submit a resume, a cover letter detailing their editorial experience and passion for horticulture, and samples of their published work or writing portfolio to gabe.mostafas@greenerpublishing.com.au