



Content Editor

Who's There Group

The Who's There Group is looking for a creative, organized, and collaborative Content Editor to shape and promote the voice of our powerhouse brand.

We are the Who's There Group—Knock Knock, Emily McDowell Studio, and People, Places & Things—entrepreneurs who've gotten it DONE (and are still getting it done). We create witty, design-driven gifts and books, along with anything else that might strike our fancy. About fifty of us do everything from conception, writing, and designing our books and gifts to overseeing the all-important logistical dynamics of manufacturing, sales, marketing and distribution. We're looking for a Content Editor to join our Editorial/Marketing team.

What You'd Be Doing:

- Develop, oversee, and execute the Who's There Group brand's three distinct editorial voices:
 - Knock Knock: humorous, observational wit
 - Emily McDowell Studio: clever, empathetic insight
 - People, Places & Things: sophisticated, lighthearted, and contemporary
- Write, edit, and proofread fluently and efficiently all editorially driven marketing material, with focus on print, digital, and sales pieces, such as: catalogues, one-sheets, email blitzes, online product descriptions, marketing campaign collateral, and bios of outside creative collaborators (authors and designers).
- Transform each brand's extensive collection of product descriptions into witty, easy-to-understand, on-brand copy tailored for the digital audience.
- Write, edit, and proofread each brand's biannual catalog and look book with editorial panache, working with multiple Who's There Group departments to ensure each collateral's accuracy.
- Serve as the creative liaison and content manager between Editorial and Marketing, communicating each department's wants and needs effectively.
- Collaborate with the Social Media Community Manager on an on-going basis, making sure all posts and customer-facing responses are creative, engaging, witty, and on-brand.
- Work closely with the Digital Strategist to use and apply best metadata and SEO practices to new and existing product titles and descriptions.



- Outsource and manage freelance copywriters and proofreaders as needed, prioritizing projects and adhering to schedules.

Characteristics You'll Embody While Doing It:

- Bachelor's degree, preferably in advertising, marketing, communication, or journalism
- Minimum of 4 years of experience in copywriting at an advertising agency, in-house brand, or publisher
- Superior writing, editing, and proofreading skills, with the ability to write fast and accurately for multiple audiences
- A knack for writing in the brand voices of all three Who's There Group brands, including nailing Knock Knock's dry, sharp wit. An ironic sense of humor is a plus!
- Ability to keep a cool head during the editing process, receiving edits, feedback, input, and revisions from other editors and brand leaders with an open mind. We want an individual who has a desire to learn and grow in a professional capacity.
- Strong portfolio with clips showcasing creative and strategic writing capabilities
- Very strong project-management skills—taking the initiative to define next steps on any given project (and run with them!)
- Keen attention to detail. Highly organized with ability to keep track of own schedule and deliverables
- Excellent people skills and ability to communicate effectively with external partners and internal team. Friendly and personable.
- Displays strong passion for the Who's There Group brands

If you're interested, please peruse our social channels and our websites at knockknockstuff.com, emilymcdowell.com, and peopleplacesandthings.com. Send your cover letter (mandatory! Why do YOU want to work with US specifically?) and resumé to: jobs@whosthere.com with subject line: **CONTENT EDITOR**. We offer competitive compensation and benefits. EOE. No phone calls, please.