



Job Description

Role: Branded Content Editor
Reporting to: Head of Brand Solutions

Overview:

VICE is the world's preeminent youth media company and content creation studio. Launched in 1994, VICE now operates in over 30 countries and distributes its programming to hundreds of millions of viewers across digital, linear, mobile, film and socials. VICE includes an international network of digital channels, a television and feature film production studio, a magazine, a record label, an in-house creative services agency, a book-publishing division and a new 24-hour TV channel, VICELAND, launched in the UK and Ireland in September 2016.

The Role:

The Branded Content Editor will be responsible for the delivery of 'non-video' branded content across VICE's digital business unit in the UK. As a core component of VICE's market leading content partnerships offering, the Editor will lead the development and propagation of our written, photo-journalistic and interactive branded content for our clients as well as ensuring best in class execution across all campaigns

The Editor will have strong commercial and creative sensibilities. Commercially they will have an understanding of the branded content marketplace as well as budgeting, commissioning, rights & clearances and project management experience and strong client service sensibilities. Creatively they will have a strong understanding of the VICE brand, an eye for creative excellence and an understanding of the various production processes that underpin non-video content including web development, photography and written journalism. They will also have some journalistic experience as well as access to a network of commissionable creators and journalists

They will also be required to collaborate with the creative team, managing the quality of output across both pitch and delivery of non-video work in the context of our digital ecosystem. To this end, an intrinsic understanding of what 'good' looks like will be required both in terms of a good idea, and in terms of making sure our creative media solutions deliver for our clients whilst maintaining the integrity of the VICE brand with our audience.

They will also have a good understanding of the activation principles that underpin bringing great non-video content to life in the digital landscape, as well as an ability to work as part of a fast paced, energetic and passionate team.

Responsibilities:

- Ownership of our non-video branded content solution, working with relevant creative, digital and sales teams to ensure a best in class offering for our clients.
- Managing the end-to-end execution of our non-video branded content campaigns, from budgeting, commissioning, creating, editing & QA.
- Working with sales and creative teams on pitching where non-video solutions are required.
- Ensuring consistency in quality of output across all non-video campaigns.
- Organise and track non-video briefs, ensuring responses are within budget and schedule.
- Participate in copywriting, proofreading, image briefing and sourcing from time to time (when not commissioned to third parties).

- Work with relevant project management, account management, planning and ad ops teams to go live and execute campaigns on schedule and on budget.

The Candidate:

- Experienced commercial creative professional, able to demonstrate success in delivering world-class creative media solutions.
- A self-starter who is able to work independently yet be part of a focused team.
- Commercial nous, and media and content experience.
- Proven ability to thrive in a high-energy, results-focused environment.
- A high-performance focus, solid work ethic and a very hands-on nature.
- A clear passion and energy for business.
- Solid written/verbal communication & presentation skills.
- Impeccable personal integrity and business ethics.
- An understanding that you have to make things happen yourself to make sure you achieve your own objectives.
- Entrepreneurial spirit with an ability to work on his/her own initiative.
- Willingness to work flexible hours

To apply please email a brief cover note and CV, with the reference “**Branded Content Editor**” in the subject line to: ukrecruitment@vice.com. **Please include your notice period and salary expectations in your application.**

We look forward to hearing from you!

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.