

Entrepreneurial Editor-in-Chief

Los Angeles, California

Lunya is hiring an Editor-in-Chief to join our fast-growing team. You are an entrepreneurial minded leader who is passionate about the power of content, connection and creative. The prospect of creating thought provoking and engaging storytelling that challenges people to live a fuller, more passionate and purposeful life makes you excited to get up in the morning. You would relish the opportunity and incredible challenge of making a world class content destination with a purpose.

What you'll do:

- Develop and refine vision and out of the box strategy to create a compelling web destination
- Manage P&L for the company
- Execute and inspire team around KPI's like traffic, subscribers, and bounce rate
- Nurture a creative, dynamic company with a high bar for excellence
- Manage and oversee editorial and creative operation to include: leading editorial meetings, managing editorial calendar, managing art director, and social media and reporting to the CEO
- Act as a steward and brand ambassador for the brand
- Develop, cultivate and grow the voice and sphere of influence primarily through digital, video, social media and possibly print
- Utilize digital analytics to monitor, measure and improve upon traffic and content to make it more relevant for our audience and mission

Who you are:

- You are an "all in" scrappy person. Dying for an opportunity to help build a transformational and meaningful business
- A positive, energetic professional who thrives in a team environment, but also works well independently
- High level of interest in deep thought provoking content through a variety of mediums
- Influential and confident with the ability to deal with people at all levels
- Flexible "can-do" initiative taker
- efficient, well organized, have a strong interest in content
- Active and established voice on social media, primarily Instagram, Snapchat and Twitter
- Efficient, well organized, able to think social and digital first ensuring that content is engaging and shareable.
- Recognize how to break down a story into the parts that are most easily shareable while able to create accompanying screenshots, animated gifs, video clips or whatever else is necessary to create the most engaging narrative.
- Must be willing and able to work evenings or weekends when needed to meet deadlines or while on press trips.
- Must be sufficiently flexible and knowledgeable about the online production process.
- Must be a proficient writer who is also an adept copy editor.

What you'll need:

- 2-3 years experience leading initiatives and teams
- 3-7 years editorial experience
- Excellent verbal and written communication skills
- Experience with Wordpress, Squarespace, Drupal or another CMS.
- Experience with social video editing and creation of social video content a plus
- Experience in and passion for utilizing social media to connect to an audience, as a key news gathering tool and for disseminating stories while creating a community.

Please send your resume to jobs@lunya.co so that you can help us change the world – one bedroom at a time.

WHO WE ARE:

At Lunya, our sleepwear helps women sleep better and feel confidently comfortable.

Our small-but-mighty team is smart, creative, passionate, and entrepreneurial-minded, who meet the same superior standards we set for our products. We're a young company so nothing is above or below you. Our company culture is special and unique – you'll dig it, we promise. Plus, wouldn't you rather commute to Santa Monica instead of Downtown? Nothing against Downtown but, let's be real...