



## Marketing and Production Manager CONDE NAST

**Job Category:** Sales/Marketing/Business  
Development

**Job Source:** nrbjobs.com

### Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Posted On:** 21 Jan 2025

**Application Deadline:** 19 Feb 2025

### Job Description/Responsibility

- Execute and optimize content distribution strategy for GQ Recommends' owned channels including site, newsletter, social and external collaborators
- Manage GQ Commerce production workflow, scaling production resources (freelance and internal) to meet the team's publishing goals
- Collaborate with Edit, Audience Development, and Technology to optimize revenue opportunities across all GQ and GQ Recommends content
- Consistently increase commerce metrics across all channels including UVs, CTR, CVR and revenue
- Evolve and grow GQ Recommends 'storefront' model focusing on improved experience, engagement and technology enhancements
- Build content plans around tentpoles, franchises, and packages and new initiatives/categories
- Partner with commerce team stakeholders to manage day-to-day publishing schedule
- Oversee overall content production schedule to meet deadlines and quality assurance; establishing new workflows and efficiently maximizing output for internal and external resource
- Oversee lede art creation for all commerce stories, and collaborate with GQ's design team to define art and photo strategy
- Plan, build, and deploy GQ's commerce-focused newsletters and measure and report on performance to guide future strategy
- Work directly with Commerce product team to inform, implement, and evolve product creation enhancements as well as commerce template and tool upgrades
- Collaborate with Commerce Analytics team on ways to improve channel and category reporting to drive concrete action points and takeaways from insights
- Create and maintain production workflow guides, calendars, manuals, and process documentation
- Collaborate with partnerships team to ensure delivery of all committed programs, including timely execution and reporting dashboards
- Support photography content production efforts with fashion requests to ensure timely delivery of assets
- Build best-practice playbook to share across brands and markets to grow Conde Nast's commerce business beyond GQ
- Additional duties as required, or as assigned by manager

**Education Requirements**

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

**Experience Requirements**

- No experience is required.

**Work Area**

- Applicant should have experience of working in the following category(ies):  
Sales/Marketing/Business Development

**Industry Type**

- Experience should include the following skills: Media/Advertising/Entertainment

**Address:** London, United Kingdom, London, United Kingdom, United Kingdom

**Company Profile:** Publishing

**Company Website:** <http://www.condenast.com/>