

\\ SHE // SHREDS

She Shreds Magazine is the world's only print publication dedicated to women guitarists and bassists. We strive to change the way women guitarists are depicted and represented in the music industry by creating a platform that focuses on inclusivity within the world's of guitar and feminism to redefine guitar culture. Although *She Shreds* is inspired by and created for women, it is our hope that our impact reaches beyond boundaries of gender to encourage radicalism, respect and revolution.

Position: Online Editor:

She Shred Media was launched in October of 2015 and is currently the only media outlet that blends the cultures of music, feminism and gear/guitar. We are seeking a dedicated, motivated and self-driven individual who is passionate about creating unique, innovative, and exciting content that offers new and thoughtful perspectives.

The online editor is primarily responsible for facilitating the implementation of our vision and values by creating exclusive online content and assuring a strong social media presence. The online editor must have digital marketing savvy and support the goal of turning website visitors into newsletter subscribers. It's important for us to use our online platform as a tool, separate from our print publication, to deliver breaking news on women guitarists in the music and guitar industry in a timely fashion.

We are not necessarily looking for the person with the most experience, but someone who shares the same vision. You must be excited about the prospect of making this your own. This is an opportunity to be a part of something that has never been done before, where the possibilities are endless. This position answers to the Editor in Chief of *She Shreds*.

Specific Duties and Responsibilities:

- Write and schedule articles, blogs, and other online content at least 3x a day
- Be able to identify trends in our social media and optimize posts to reach the widest audience, garner the most engagement, and secure more likes
- Develop close relationships with sources such as artists, publicists, managers or industry professionals in an effort to produce timely, original content
- Copy edit all online content
- Manage a team of freelance writers
- Provide creative direction to develop stories that meet our vision
- Manage the newsletter
- Ensure coverage of key events by coordinating and delegating writers, photographers, and other creatives
- Dedicate yourself to staying on top of and discovering current and relevant news stories

Less than 15% of the time:

- Travel for events
- Represent the voice of She Shreds to media and participate in interviews
- Represent She Shreds in thought leadership situations such as panels, presentations, or marketing events

Skills:

- Ability to see and discuss a topic from multiple angles
- Enjoys writing, editing, research and analysis
- Attention to detail
- Team management
- Goal oriented
- Writes in or is able to quickly pick up the Chicago Manual of Style, or AP Style
- Some knowledge of Adobe Creative Suite a plus but not required
- Experience with Wordpress is a plus but not required

Perks:

- Free entry to festivals, concerts, and other events
- Occasional travel
- Working with a small team where your efforts are visibly making a difference
- Meeting, talking to, and networking with creative, talented and amazing women and men ALL the time

You do not have to be based in Portland, OR. Compensation is stipend based and will be discussed upon applying.

Please send your cover letter and resume to Fabi@sheshredsmag.com with the subject ONLINE EDITOR.