

## Position Description

# Digital Editor

Last Updated: 06 February 2026



## About Seesaw Magazine

Seesaw Magazine is Western Australia's home for independent arts journalism. We connect artists, audiences, and communities through thoughtful and accessible writing across theatre, dance, music, visual art, literature, and more. Seesaw is a not-for-profit incorporated association with a commitment to editorial independence and sector-wide impact.

## About the Role

The Digital Editor will lead the delivery of Seesaw's digital content, articles and engagement. This includes creating and commissioning high-quality digital content, maintaining our digital communications and social media calendar, producing and curating newsletters, and supporting the delivery of Seesaw digital strategy.

The role helps shape our public voice and grows our reach. Working closely with the Business and Editorial Manager, the role requires a hands-on communicator and editor with a keen eye for strategy, detail, and audience, who can adapt to new digital trends and maintain a high-quality standard in all digital content.

## Key Responsibilities

- Edit and publish digital content for Seesaw's website, social media, and newsletters
- Turn written articles into simple, engaging social content (Reels, quote tiles, carousels)
- Produce and schedule social-first posts (e.g., interviews, artist features, sector updates)
- Update and maintain website content (WordPress)
- Produce Seesaw's email newsletter and manage subscriber lists (Mailchimp)
- Manage Seesaw's core social media platforms: Instagram, Facebook, LinkedIn, TikTok
- Track monthly digital analytics and provide concise reports
- Support the commissioning and proofing process for reviews and features
- Liaise with contributors and stakeholders as needed
- Coordinate advertising bookings and maintain advertising pitch assets

## Role Objectives & Outcomes

### 1. Deliver Consistent, High-Quality Digital Content

- Regular publishing organised and scheduled across week.
- Content meets editorial standards with minimal revision required.

### 2. Maintain Steady, Achievable Audience Growth

- Social media and newsletter engagement improves gradually over time.
- A simple, manageable content calendar remains planned 2–3 weeks ahead.

### 3. Support Smooth Digital Operations

- Website content remains accurate and up to date.
- Monthly analytics reports delivered in a clear, time-efficient format.

### 4. Enable Efficient Editorial Workflow

- Proofing, commissioning, and contributor communication handled reliably and on time.
- Contributor experience remains positive and well-supported.

### 5. Support Advertising Delivery

- Advertising materials remain current and professional.
- Stakeholder communication handled promptly within part-time hours.

### 6. Contribute to Seesaw's Digital Direction

- Suggest simple improvements, trends, or opportunities when time allows.
- Support broader strategy without taking on major development work.

## Selection Criteria

- Demonstrated experience in digital publishing, arts communications, or content strategy
- Strong writing, editing, and visual communication skills
- Confidence using WordPress, social media schedulers (e.g. Later), and email platforms
- Understanding of audience engagement in arts or NFP contexts
- Ability to manage timelines, workflow, and competing priorities independently