

Job Title: Editor, Simply Knitting & The Knitter

Salary: Up to £41,000

Dept: Craft

Company description

Our Media is a leading special-interest content business, based in the buzzing, creative city of Bristol. We're home to market-leading brands in craft, science, nature, homes and music.

We help our audiences pursue their passions through highly trusted, original content – in print, video and online. Our much-loved brands include BBC Science Focus, BBC Wildlife Magazine, YourHome, Gathered, Gardens Illustrated and Homes & Antiques.

We also have an award-winning content agency that works with major charities, brands and membership organisations to help them tell their stories and engage audiences better – in print, video, and online.

Position

We're looking for an experienced, creative and commercially minded Editor to lead two of the world's leading knitting brands: *Simply Knitting* and *The Knitter*.

This is an exciting opportunity to shape the future of two market-leading brands with loyal audiences across print and digital. You'll define the editorial vision and inspire a talented team to deliver outstanding content across magazines, website, newsletters, social media, video and ecommerce.

As Editor, you'll combine strong leadership with hands-on creativity - commissioning inspiring projects, spotting emerging trends and building industry relationships to ensure every piece of content delivers value for knitters at every stage of their crafting journey.

This is a fast-paced role - working with a very experienced and talented editorial team and closely with the Brand Director and commercial teams, you'll be instrumental in developing the long-term growth of both brands, identifying new opportunities to engage audiences and ensuring *Simply Knitting* and *The Knitter* remain the go-to destinations for knitters worldwide.

Responsibilities

1. Editorial Development

- Work closely with the Brand Director to define and deliver the long-term editorial vision and strategy for both brands.
- Act as the guardian of both brands, ensuring every touchpoint reflects their distinctive voice, values and visual identity across print and digital
- Use reader insight, analytics and market trends to shape editorial decisions
- Regularly review competitor activity and identify opportunities to differentiate both brands to ensure they stay top of their game in print and digital
- Maintain and build new relationships with designers, yarn brands, retailers and influencers
- Be the creative lynchpin of the team, clearly defining the overall look, feel and tone of the magazines' content
- Act as the brands figurehead/public face at all relevant events
- Meet with yarn companies twice yearly to hear about their seasonal plans and marketing, liaising with them for editorial and commercial benefit

2. Digital & Audience Growth

- Develop and deliver a joined-up content strategy across print, web, newsletters, ecommerce and social media
- Commission and repurpose editorial content for multiple platforms including print, website, digital specials, video, social media and ecommerce
- Support the continued development of the brand website and help identify new opportunities for digital content growth across web, newsletter database, engagement and subscriptions
- Oversee and review content performance, monitoring KPIs including circulation, web traffic, newsletter engagement and social performance to constantly improve output
- Identify and embrace emerging technologies, AI tools and new content formats that improve creativity, efficiency and audience engagement

3. Commercial/Budgetary

- Agree a set budget with the Brand Director and stick to it. Keep track of payments and rights issues with regard to contributors and suppliers – ensuring both editorial and art budget is workable and adhered to
- Support subscription growth by initiating compelling editorial propositions and campaigns
- Work closely with commercial teams on sponsored content and help identify partnership opportunities
- Embrace experimentation and seek innovation across print and digital platforms for commercial gain

4. Management of Editorial Team

- Inspire, mentor and develop a high-performing editorial team
- Foster a collaborative, curious, creative and inclusive team culture
- Set clear objectives and support career development to enable the team to be the best that they can be
- Champion innovation and encourage new ideas across the team – lead by example
- Responsible for recruiting and appointing editorial staff, including arranging cover for staff absence (holidays, sickness etc.), ensuring that any freelancers are fully briefed on the brand style, focus and deadlines

5. Content Planning & Production

- Ensure all content reflects the highest editorial, visual and production standards across every platform
- Responsible for planning the editorial structure and content of each issue, approving the flatplan and production schedule
- Commission freelance knitwear designers to produce compelling content for print and digital, arranging PO's and yarn for the designers each issue
- Initiate ideas, commission and help coordinate covermounts with Tech Eds, Brand Director and the Buyer
- Ultimate responsibility for passing copy, proofs and layouts for the publication, ensuring that all deadlines are adhered to and that the magazine runs on time with no late pages
- Responsible for accuracy, legal and copyright aspects of all yarn editorial content
- Work closely with the Creative Design Lead to create stand out covers and packaging
- Write coverlines, promotional copy, Ed's letters and ad-hoc features as necessary – including Masterclass series, Ready Specials and uploading latest issues onto Ravelry.com
- Work closely with the Ad team to support yarn companies with supplements and features

A bit about you

Essential:

- Significant editorial experience in magazines and/or digital publishing
- Exceptional leadership skills (decision-making, problem solving and influencing)
- Experience of commissioning knitwear projects and working with designers and writers to develop fresh and inspiring content
- Excellent organisational and budget management skills
- Strong, proven commercial awareness
- Experience managing websites, newsletters and social media
- Proactive at building internal and external relationships and the ability to act as magazine's spokesperson
- Genuine passion for crafting, knitting or creative hobbies

Desirable:

- Ideas generator – demonstrate creativity and originality
- Strong understanding of print production
- Experience developing digital content strategies
- Confident using audience data and performance analytics to inform editorial decisions
- Knowledge of the current yarn and knitting market plus an understanding of the competition and challenges in the sector
- Outstanding writing and proofing skills, and the ability to spot good design decisions

Using AI in your application

At Our Media, we recognise that AI can be a useful tool when searching and applying for jobs, and we see the value it can bring in the workplace.

We want to get to know the real you throughout our recruitment process, including your skills, experience, ideas and potential. If you choose to use AI as part of your application, we encourage you to do so thoughtfully and ensure your application reflects your own experiences, achievements and voice.

Curiosity, creativity and originality are important to us, so we're keen to understand what makes you unique and how you could contribute to our team.

Need additional support?

Creating an inclusive and accessible recruitment experience is important to us. If you require any reasonable adjustments or additional support at any stage of the process, we're here to help.

Please email us at recruitment@ourmedia.co.uk and we'd be happy to discuss how we can support you.

Other information

We respect and value differences. We believe that when people from different backgrounds and with different perspectives work together, we can create the most value for our people, readers, customers, and society. If you are excited about this role but your experience doesn't align perfectly with everything listed in the job description, we encourage you to apply anyway, as you may still be a good fit for this or other roles.



We're striving to create a more diverse and inclusive environment and to ensure our content is representative of all our audiences. We have established six internal D&I network groups to help our people feel supported and included, and to provide an open environment for people to network, mentor and exchange ideas, solutions, and experiences. If there is anything we can do to make our recruitment process more accessible for you, please do let us know at recruitment@ourmedia.co.uk

Flexible and hybrid working

We know we create great things and have fun when we come together in person and collaborate. We also know that working from home brings great benefits in terms of being able to focus on our work, and manage our personal lives around our roles. With this in mind, we have established a hybrid working pattern, with 60% of the working week spent in the office.

Our people also benefit from a flexi time policy, and a flexi location policy which gives everyone the opportunity to work from another location for two weeks during the year.

We are open to discussion about flexible working requests for any flexibility needs not covered by these policies.

Company benefits include

- Pension contribution matched to 5%
- Season ticket loan
- Hybrid working pattern, flexi start/finish time
- 25 days annual leave plus bank holidays, plus Christmas closure, plus your birthday off
- Option to buy/sell up to 5 days holiday a year
- Enhanced parental leave policies
- Social committee, regular in-house learning events
- 4x life assurance

Our values

We strongly believe that work is not just about what we achieve, but how we achieve it. We want our people to thrive and develop, and we want to effect positive change in the world.

To put that spirit at the heart of our business, we created a set of values with input from everyone here.



Our values are:

- **Be kind**
- **Always curious**
- **Be the best we can be**

We also have a sustainability strategy that is built on five key pillars: Research, Reduction, Recycling, Responsibility, and Reporting. We take pride in our strong partnerships across our complex supply chain to drive emission reductions. Additionally, our office building, Eagle House, is a zero-waste facility powered by solar and renewable energy.

Apply today to take the next step in your career with Our Media.

Please note the closing date for this role is Wednesday 26th July 2026. We review CV's on an ongoing basis and may close the role early due to high interest. If you're interested in joining us, we encourage you to apply as soon as possible!