



Role Title	Content Writer/Editor
Reporting Line	Content Manager
Business	Allegra World Coffee Portal
Team	Content & Marketing

Key Purpose:

This is an exciting new role within the World Coffee Portal team, and our parent Allegra Group organization, tasked with driving the next phase of growth for World Coffee Portal’s Weekly Coffee Dose newsletter.

The position includes conducting research to uncover interesting and significant coffee and hospitality business news stories, personally securing interviews with key individuals across the wider global coffee industry, and proactively communicating with media teams at major brands to ensure we are at the forefront with relevant breaking news.

The role of Content Writer will take primary responsibility for the quality of news offered by World Coffee Portal – measured not only by a volume of news stories but also by the accuracy of our reporting and the speed of our delivery.

The successful candidate will be keen to grow rapidly within our organization, bringing a real sense of digital pace and urgency to World Coffee Portal and a clear ambition to make our website the go-to authority for news and interviews within the global coffee industry.

Key Responsibilities:

- Source, write and upload 4-5 reputable digital daily news stories
- Craft compelling stories from press releases, quarterly earnings reports, WCP research and other industry sources, sourcing relevant images
- Curate and send The Weekly Coffee Dose newsletter
- Proactively manage and enhance WCP’s social media presence
- Interview industry professionals to gain industry insight and use online sources to research topics effectively
- Maintain and build WCP’s press contact list
- Optimize published pieces using SEO guidelines
- Manage the digital editorial calendar and ensure on-time publication of scheduled features, news and products
- Identify and understand multiple trends within the global coffee industry
- Source important stories proactively and generate new ideas and content around industry-related topics
- Monitor web traffic and engagement, iterating and experimenting to ensure a data-led approach to content strategy and subject matter
- Write additional copy (market reports, press releases, marketing materials etc) as needed to promote our products and services
- Frequently and regularly update our social media channels with fresh content

Skills and Experience:

- Proven work experience as a Content Editor, Web Editor or similar role
- Portfolio of published work with an emphasis on news journalism and key industry interviews
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems, SEO strategies, keyword research and social media
- Experience and passion for the global coffee industry is a must; additional experience from related fields (e.g. hospitality, food service industry, business)
- A proven understanding of business journalism and world current affairs
- Proven ability to source daily news content from a wide range of sources, including press releases, financial reports, Google News alerts and direct industry contacts

Personal Attributes:

- Drive, determination, the desire to succeed and an eagle eye for detail
- Superior ability to set and operate to strict content deadlines
- Ambition and ability to publish at daily digital pace in pressured environments
- Excellent interpersonal skills and a strong sense of team spirit