

April 2nd 2018



Staff Writer, Foodism and Escapism Toronto

Location: 14 Duncan Street, Toronto ON

Terms: Full-time position

Start date: April 30th 2018

Twenty Two Media is the Canadian sister company to [Square Up Media](#), a UK publishing house founded in 2004 that specializes in consumer print and digital media. In 2015 we brought **Foodism** — London England's largest food magazine — to Canada. [Foodism Toronto](#) is a website, weekly newsletter and glossy print magazine with a circulation of 50,000 in the downtown core. It's quickly established itself as a leading food authority in the city and beyond. We write about all things exciting in the food and drink world, collaborate with the country's best chefs and restaurants and work with some of the top brands in the industry (Loblaws, Corby, Starbucks, Subaru). In March 2018 Foodism's sister title [Escapism](#) was launched and provides travel inspiration to Toronto readers.

We're looking for a talented and well-rounded writer to join our editorial team as a staff writer. The position will work across both Foodism and Escapism, sourcing and publishing print and digital content for the brands. You'll work directly alongside another staff writer, Editor and Project Manager while liaising with the wider publishing team to produce 10 print publications per year and ongoing digital content.

This is an opportunity suited for a passionate writer looking to significantly contribute and grow within a rapidly expanding publishing company. This particular role offers a long-term growth strategy for a writer looking to make the next step and secure a career on an editorial masthead.

TWENTY TWO MEDIA GROUP

(416) 809-4055 | hello@twentytwomedia.ca | foodism.to | escapism.to

Company Reg No: 986344-3 / 003138301 (Ontario) | Address: 300-14 Duncan Street, Toronto, Ontario M5H 3G8 | Registered in Canada

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Roles and responsibilities:

- Brainstorm and develop editorial themes, strategies and synopsis documents for print and digital with the wider editorial team
- Liaise with PRs, freelancers and photographers to source and secure content
- Source, write and publish 3-4 pieces of online content per week. A mix of longform and short form
- Curate pieces of content to build and publish the weekly newsletter
- Source and write in-house sections and features of print publications
- Liaise with the advertising team to develop assets for branded content and partnerships
- Manage relationships and fill internship placements from University journalism programs
- Generate daily content for social media channels (Facebook, Twitter and Instagram)
- Coordinate and attend relevant press trips for the publications
- Represent the brand at relevant food/drink/travel related events, launches, dinners etc

Key qualities:

- Strong creative writing skills with a keen interest in food and travel
- Minimum 2-3 years of professional experience producing and publishing content for Canadian media outlets
- Experience working with content management systems (Wordpress, Adobe etc)
- Impeccable spelling, grammar and editing skills
- Ability to work cooperatively in a team environment
- Experience working on client facing campaigns and branded content
- InDesign and Photoshop skills are a strong asset
- SEO knowledge and application is a huge asset

The role will begin April 30th as a full-time position working from our offices at King and John.

Salary is competitive and based on experience.

Generous vacation days and benefits program offered.

Opportunities for travel and work stints in the UK office.

Please apply with a cover letter, resume and a two to three relevant writing samples to:

krista@twentytwomedia.ca

In your email please confirm that you are available to begin on April 30th