

# *edible*MADISON

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## Contract Description: EDIBLE MADISON MANAGING EDITOR

*Edible Madison* is seeking a skilled Managing Editor to oversee our publishing operations. A managing editor combines the innovative creativity of a writer with the practical focus of an operations manager. The successful candidate will uphold the curatorial vision of *Edible Madison* and will help grow and execute the vision with the production of each issue by building ideas for stories and seeing them through to publication. We expect excellent organizational and leadership skills, an entrepreneurial spirit and strong creative problem-solving ability.

Published quarterly with the seasons, *Edible Madison* focuses on Southern Wisconsin's food and agriculture through the stories of the local farmers, food producers, chefs, food educators and forward-thinking organizations that are behind the region's dynamic local food movement. And we share information about national food and farming issues and topics to keep us all connected to the greater food movement.

Edible Madison is part of the Edible Communities publishing network of more than 80 distinct culinary regions in North America. Locally owned and operated, Edible Madison is the first Edible publication in Wisconsin, and we aim to educate residents and travelers about the importance of supporting local and the opportunities to participate in the region's food economy.

### **Editorial Management Duties:**

- Run Content Strategy for and maintain content on [ediblemadison.com](http://ediblemadison.com), keeping the homepage, events page, local guide, digital articles and recipes current. Implement effective SEO strategies for the website. Upload articles and recipes for each issue for the website.
- Coordinate, develop agenda, track notes and manage follow-ups for weekly team meetings with Sales, Leadership and Editorial Team
- Cultivate relationships with writers and an Editorial Board by building relationships in the local food system.
- Implement an annual "pitchfest" to collect story pitches for the following year then coordinate a 1-day planning retreat in May to plan the editorial calendar, sales strategy and events plan for the following year.
- Create and maintain the editorial calendar and production schedule, ensure editorial and production deadlines are met

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- Manage the Monday.com boards for editorial, event and digital marketing calendars
- Create writing assignments and communicate assignments to writers in line with the editorial calendar
- Coordinate with creative consultants to identify photography, graphics and illustration needs. Coordinate with appropriate team members and freelancers to create content on time and on budget
- Schedule, plan, coordinate and cook for each issue's recipe photoshoot
- Write Editor's Letter, photo captions and other features as needed to create a complete and cohesive publication for each issue
- Manage production calendar, proofing and printing process
- Coordinate with printer and approve final proofs on printer software
- Identify critical food system industry events, and attend events and engage in active research for editorial inspiration-gathering and networking purposes

## **Sales & Events:**

- Coordinate with Sales Director on production of sponsored content and integration of ad materials
- Manage mail subscriptions; maintain internal database, mail first issues to new subscribers and add them to email database
- Work with sales team to update media kit annually and create and update sales sheets on an ongoing basis
- Support events lead with Edible event production, manage the event production schedule and Monday board and participate in 75% of events, at minimum

## **Business Operations:**

- Manage and document the profit & loss statements for each quarter. Coordinate invoicing with contributors and with business leads on commitments to sales and creative teams
- Manage relationship with the printer; coordinate design file uploads, mailing list uploads and shipment
- Upload each issue to the Edible Communities publisher portal and manage other administrative duties related to ECI, including invoices, downloading ECI ads, and submitting ECI award nominations
- Organize and maintain the shared Google Drive and project boards on Monday.com, a project management tool

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## **Experience and Skills Required**

- 5+ years of experience in journalism, writing, marketing and/or design, preferably within the fields of food and/or agriculture
- Detail oriented, excellent communicator, writer and visual storyteller
- Bachelor's Degree or equivalent experience
- Knowledge of the local food scene, understanding of local food systems, interest in sustainable ag and the environmental impact of food choices
- Project management skills, demonstrated attention to detail; ability to communicate next steps, follow up and keep everyone on track to deliver on goals
- Strong customer service and sales skills and ability to effectively train and motivate team to drive relationships and sales
- Proficient with Google suite and Gmail, project management tools, and online content management systems – and interest to learn more and train others as needed

## **Compensation**

- Edible Madison is hiring this part time contractor role with a \$3000 quarterly stipend
- + Additional project based compensation, as assigned, for work beyond the scope defined in the contract description

**How to Apply:** Send cover letter, resume, writing sample and/or portfolio to [hello@ediblemadison.com](mailto:hello@ediblemadison.com) by June 12, 2026.

Anticipated start Date: July 10, 2026