

GENTLEMAN'S JOURNAL

Job Title: Style Director

Location: Knightsbridge, London

Start Date: ASAP

About Gentleman's Journal

Over the last ten years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world. Today, Gentleman's Journal is the premier lifestyle media publication, content agency and influencer brand for the modern gentleman — 'a curated handbook of the finer things in the world'.

Our offering:

- [Gentleman's Journal](#)
- [GStudio](#)
- [GInfluence](#)
- [Gentleman's Journal Marketplace](#)

The Role

Gentleman's Journal is looking for a dynamic and experienced Style Director to further grow the brand's fashion offering and presence. The individual will lead on style features for Gentleman's Journal Digital and Print and will represent the brand at events, shows and dinners when required.

This is a hugely exciting role in a quickly growing business — the right candidate will be eager to join a fast-paced company that creates beautiful editorial and innovative content for some of the world's best-known luxury brands.

Key Responsibilities

- Leading on all style-focused editorials, advertorials and social pieces — menswear, grooming, watches and more — across both digital and print.
- Working closely with the Executive Editor to deliver quick growth and meet the targets for both Gentleman's Journal's main site and the marketplace.
- Attend brand meetings when requested by the Editor-in-chief, Executive Editor or features teams, coming up with ideas.
- Work closely with the Marketing and Digital teams to hit KPIs, in line with the broader editorial and commercial strategies.
- Support where necessary with wider commercial projects and paid partnerships.
- Represent the brand at press days, events, shows and dinners.

- Working with the E-commerce team to drive expert-style advice across editorial, social and product pages.
- Pushing Gentleman's Journal forward to be known as the go-to publisher in men's style.
- Working closely with other relevant teams within the business (Social, Design, Web, E-commerce and Marketing).
- Maintain the Gentleman's Journal tone of voice, ensuring all digital and print content is aligned with the brand.
- Give styling support to other departments across the business.

Candidate Requirements

- 5+ years experience in a similar role.
- Ability to provide examples of outstanding published news and feature articles.
- A strong understanding of SEO with the ability to execute growth tactics.
- A passion for, and understanding of men's fashion.
- Impeccable editorial judgement and written and verbal communication skills.
- Experience using photo and video editing tools is desirable (e.g. Indesign, Photoshop).
- Ability to work swiftly and to deadlines.
- Must have a vibrant and unique voice. Must be confident, collaborative, and communicative with a desire to thrive in a fast-paced media environment.
- Knowledge of digital analytics and reporting tools (e.g. Data Studio).
- A strong understanding of different CMSs with the ability to execute.
- Solid network of media industry contacts, especially within fashion.
- Ability to handle multiple projects and meet deadlines without fail.

Culture & Benefits

- Central London located office at the bottom of a Belgravia mews surrounded by pubs and restaurants.
- Regular events, socials and team lunches at prestigious locations.
- Young, social team.

Gentleman's Journal is committed to a diverse and inclusive workplace. Gentleman's Journal is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

To apply please send your CV to robbie@thegentlemansjournal.com.