

Newsletter Editor

Remuneration:	R8000 - R10000 per month basic salary
Benefits:	Occasional opportunities to attend events etc
Location:	Cape Town
Remote work:	Remote work allowed optional
Education level:	Matric
Job level:	Junior/Mid
Travel requirement:	Occasional
Type:	Contract
Reference:	#WOICTNewsletter
Company:	What's on in Joburg & What's on in Cape Town

Job description

We run two of South Africa's most-loved city guides - *What's On In Cape Town* and *What's On In Joburg* - helping locals and tourists discover the best things to do, see, and experience. Our newsletters are a core part of what we do, and we're looking for the right person to take them to the next level.

This isn't just a production role. We're looking for someone who genuinely cares about performance - who gets a kick out of improving open rates and click-throughs, who thinks about *why* readers engage (c don't), and who proactively looks for ways to grow and retain our subscriber base. If you're someone who finds audience data as interesting as a well-crafted subject line, you're probably our person.

The role

You'll compile up to six newsletters per week across our two platforms. Most content is provided - your job is to shape it into something our readers actually want to open. You'll select and resize images, write compelling subject lines and short copy, and keep a close eye on performance data. Over time, we'd love for you to bring your own ideas on how we can improve.

We're a small, remote team with regular online check-ins and occasional in-person meetups. This role is Cape Town-based.

The details

Hours are flexible, but you need to be available/responsive from 9am to 3pm.
Remuneration is R8,000 to R10,000 per month depending on experience.
Start date: early June 2026.

To apply, please send the following to daisy@whatsonincapetown.com

- A brief covering letter explaining why this role appeals to you
- A CV with your contact details (email and cell no)
- Contact details for at least two referees

Requirements

What you'll be doing

- Compiling and scheduling up to 6 newsletters per week across both platforms
- Writing subject lines, headlines, and short-form copy that convert
- Selecting and resizing images with a good eye for layout and visual appeal
- Monitoring newsletter performance data and identifying opportunities to improve
- Researching and implementing best practices in newsletter engagement, subscriptions, and click-through rates
- Collaborating with editors and the sales team via regular check-ins

What we're looking for

- Excellent written English - great grammar and a natural way with words
- A genuine interest in data: you're comfortable with metrics and motivated by what they tell you
- Tech-savvy and hands-on - you enjoy figuring things out and don't shy away from the detail
- An understanding of (or strong curiosity about) newsletter best practices and reader psychology
- A good eye for design and layout
- A team player who communicates well and takes initiative
- Precise attention to detail and a conscientious work ethic
- Based in Cape Town and able to meet in person at least once per week

Posted on 11 May 08:52, Closing date 24 May

Apply by email

Daisy Ions
daisy@whatsonincapetown.com

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