

My job

Ben Raworth, editor, *Monkey Men's* weekly digital magazine

How did you get where you are today?

Humour, experience and stamina; working with great people – Mike Soutar, Danny Kelly, Martin Daubney, James Brown – learning from them, and putting all that together in *Monkey*.



What are your main tasks?

My job is to pull all the editorial strands together – pictures, videos and copy. And to make sure my team are inspired, happy and firing on all cylinders.

What do you spend most time doing?

Checking video content. Is it new? Is it funny? Are we doing our job as “super-surfers” and filtering out all the best bits from the web for our readers?

What are the most important things to know?

Keep the mix as broad as possible, and think fast. We have more than 209,000 readers who have a wide range of interests, and we need a much broader mix than print men's magazines, but stories change by the minute.

What advice would you offer?

Be open-minded and positive. Publishing is full of jaded journos who think there is nothing good or exciting anymore. And surround yourself with talented, enthusiastic people.

What's your key to success?

To be alive to the ever-changing way people consume media. Information and entertainment now come from a multitude of places: be aware of them and think like the man in the street.

How important was digital training to you?

It wasn't. To me, content is always king. How you present it, and the possibilities of that, come afterwards. Without content, digital is just a word.