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# Example of Content Executive Job Description

Our innovative and growing company is hiring for a content executive. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for content executive

* Maintenance of accurate customer records and pipeline forecasting on Salesforce and timely provision of sales and prospect reports
* Prospect new business, exploring and qualifying new routes to market
* Provide support to and liaise with other Sales staff, Marketing & Operations Department
* Attending external exhibitions, trade & road shows, customer events, happy hours
* Experience in selling high value technical products, services and solutions, ideally in the Retail Enterprise market
* Business education degree
* Maintain strong relationships with key executives and administrators internally others related to the company’s interests and operations on an international basis, including NG Partners Corporate Development Team, Channels, Programming, Legal, Consumer Products, Marketing
* Check quality of the data on the app to ensure that information is accurate
* Compile comprehensive information of inventory and photos
* Ensure that the product information on the app is sufficient and accurate for the consumer to make a purchase decision

## Qualifications for content executive

* Develop and implement social media campaigns appropriate to the target market, promoting through a variety of social channels relevant blogs, forums and online communities
* 1-2 years of administrative experience (internships accepted)
* Passion for marketing and media
* Minimum degree level or equivalent professional qualification such as CIM and in a related discipline for example marketing, communications or journalism
* Expertise in production of quality online development, understanding of different programming languages and how they affect web build the user experience is an advantage
* Establish clear processes and artefacts that will enable teams across the globe to implement the brand vision and design language in creative campaigns, show creative