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# Example of Content Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of content marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for content marketing manager

* Grow blog, email and social media subscriptions to expand the reach of JGV content
* Work with analytics manager to A/B test and refine all blog, email and social media content
* Write original, engaging, SEO-optimized content for marketing initiatives, including company blogs, landing pages, email communications, digital offers, info graphics, quizzes, and print materials
* Develop and execute content distribution strategy through social media, content/distribution partner referrals, and other distribution channels
* Manage Uploads, Metadata, Thumbnails and End Cards for channel Content
* Work closely with internal teams and external partners to develop content that will engage, inspire, and drive our stakeholders to action
* Develop strong creative briefs that inspire our designers and stakeholders and accurately and succinctly capture the purpose, audience, message, and feel of new creative
* Work with freelancers and contractors to develop content
* Develop email and marketing campaigns
* Engage with colleagues across locations to gather and refine local content

## Qualifications for content marketing manager

* Has worked with geographically dispersed teams
* Strong copy writing skills and a command of the English language - correct punctuation, spelling and grammar, writing samples may be requested
* Degree in Marketing, Business, PR, Communications or Journalism
* Preferably agency experience in an industry leading creative agency or creative production house or profound experience in similar role in top 20 FMCG company
* 3-5 years of experience in content creation, brand journalism or a comparable area
* Past experience producing content for the web specifically, channel-specific knowledge (blog, SlideShare, Facebook, Twitter)