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# Example of Content Marketing Manager Job Description

Our innovative and growing company is looking to fill the role of content marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for content marketing manager

* Lead and implement content strategy and social media strategy with the Director of Digital Marketing
* Review, monitor and approve local store social media posts for brand tone and consistency
* Educate and support local store social media efforts
* Use social media publishing and content tool to improve publishing, analysis and content curation efficiencies
* Manage owned brand digital presence (brand websites, blogs, social media, local page management, digital media, emails) to ensure consistent inbound and outbound messaging
* Utilize agency partners and adhere to SEO guidelines in content production and placement to increase audience reach
* Analyze and optimize social media efforts and email campaigns
* Execute an integrated content marketing strategy across the school’s owned and earned platforms, including website, blogs, social channels and target media outlets
* Translate detailed and technical information about the School’s scientific work into engaging, easy-to-follow content for multiple target audiences with varying levels of knowledge and expertise related to healthcare and medical research
* Telling a consistent story with one personality across our marketing materials

## Qualifications for content marketing manager

* Managing in-house and outsourced content creators and editors
* Monitor and report on content marketing metrics and show continuous improvement of the content strategy based on analytics
* Sales Growth – Demonstrable experience using digital and/or print content to generate sales
* Analytics – An excellent command of Google Analytics, to adjust marketing strategy and tactics
* A passion for digital media and the creative process and is a voracious consumer of digital content
* At least 1 year experience using Mailchimp