Downloaded from <https://www.velvetjobs.com/job-descriptions/content-marketing-manager>

# Example of Content Marketing Manager Job Description

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

## Responsibilities for content marketing manager

* Blog writing and social media content curation for The Breakers Weddings and Celebrations
* Social media content curation for Breakers West Country Club and Weddings and Events
* You will be a working manager and will pitch in as needed to write short and long-form copy, including landing pages, trade shows, social media posts, emails, web site
* Developing and maintaining an editorial content calendar to meet business objectives, ensure deadlines are met
* Developing, editing and executing content in a timely and consistent manner
* Proactively collaborating across function and silos to deliver effectively on the brand strategy
* Channel management of digital hubs and email/newsletter distribution
* Management of external vendor resources
* Working alongside the Sr
* Develop campaign strategies by quarter, satisfying pipeline and sales goals for key areas of opportunity and lines of business

## Qualifications for content marketing manager

* Experience with automation/CRM platforms
* Experience executing on social platforms
* 3+ years experience in email campaign management, content marketing and copywriting
* Bachelors or higher in English, Communications, Journalism or related field (preferred)
* Experience in DSP and RTB platforms or ad server experience
* Entrepreneurial self-starter able to handle projects from ideation to execution