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# Example of Content Marketing Specialist Job Description

Our growing company is hiring for a content marketing specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for content marketing specialist

* Develop external content to include videos, case studies, customer focused blog posts
* Represent the Customer Storytelling Team, customer references and marketing programs in regular field updates, executive updates, and others as required
* Champion the corporate citizenship programmes internally and externally, ensuring brand values are properly reflected at all touchpoints
* Drive Corporate Citizenship web presence and Digital, Social Media channels reporting
* Grow an integrated Inclusion and Diversity platform that showcases our focus on gender, ethnicity, health and wellbeing and also our other Accent on Networks including LGBT, Family, Religion and Enablement
* Work alongside Manager to develop and deliver digital content marketing campaigns
* Responsible for managing site analytics, creating regular site reports and working closely with global teams when relevant to ensure best practice
* Create 1–2 free resources or curated content newsletters each month to drive leads, nurture existing leads and contact and optimize the prospect to MQL ratio (example resources include infographics, guides, checklists, videos )
* Building awareness of and preference for the UELD product portfolio within key geographies and target audiences
* Creating communication strategies to be leveraged through different activities and contact points with the brand

## Qualifications for content marketing specialist

* Ability to understand complex material and explain technical concepts clearly, concisely and logically
* A self-starter who can work independently collaboratively, with the ability to thrive in a fast-paced environment
* Broad technology awareness, ideally with a specific knowledge for the manufacturing industry and infrastructure networking
* Produce smart, engaging, industry-leading editorial and thought leadership content, to support marketing and other strategic initiatives
* Collaborate with internal and external resources (graphic designers, ) to generate new content, and identify creative ways to repurpose, reformat and revise existing content into various output channels
* Analyze the effectiveness of marketing communications and social media programs in real time by collecting data and producing reports