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

# Example of Content Marketing Specialist Job Description

Our growing company is searching for experienced candidates for the position of content marketing specialist. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for content marketing specialist

* This traineeship is designed to transition into an SEO Specialist role, provided training goes well
* Optimizing student enrollment marketing budgets
* Ensuring consistent strategic alignment of brand touch points across the customer and student journey
* Identify content requirements needed to execute on strategy, messaging matrix, editorial calendar, delivery platforms
* Work closely with web team, community manager, digital marketeers, media and PR specialists to contribute to and deliver on strategies
* Plan and manage content creation, sourcing, workflows, distribution
* Plan how content will be managed, maintained and measured throughout the content lifecycle
* Define policies, standards and guidelines for content creation, maintenance and government
* Create content strategy documentation and assets
* Work with internal and external sources for content creation and adaptation

## Qualifications for content marketing specialist

* Please don’t be shy sharing examples of published blog and content posts
* Bachelor’s degree and 3-5 years of work experience, preferably in financial services
* Intellectual curiosity with the desire to learn and grow
* Demonstrated business writing capabilities
* Ensure all existing content is current and updated as positioning, messages, product content, company information changes/evolves
* BA/BS or two (2) plus years equivalent work experience in developing content