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# Example of Content Marketing Job Description

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

## Responsibilities for content marketing

* Create content that is compelling to audiences, and consistent in terms of style, quality and tone of voice
* Thinking strategically beyond the "what is" into the realm of "what can be"
* Establishing relationships across departments and develop an understanding of company philosophy, consumer experience, marketing strategy and operational capabilities
* Build a repeatable, scalable approach to developing, implementing and managing content marketing related initiatives across the bank
* Strategize content marketing campaigns that drive engagement amongst our rider and driver-partner base
* Track and monitor the effectiveness and success of initiatives and projects, and tweak strategy as necessary based on analytics
* Monitor news and current events and propose related content coverage
* Plan and execute whitepapers, webinars, infographics, blogs, videos, to engage the target audience
* Coordinates projects and oversees all phases of production (e.g., planning, writing, producing) with internal/external vendors (e.g., advertising agencies, freelance writers, video production companies)
* Create and distribute a variety of content to help move customers and prospects through our funnel – blog posts, emails, newsletters, whitepapers, case studies, website, landing pages, forms, video, surveys

## Qualifications for content marketing

* Experience of content marketing in a B2B environment
* An understanding of Asset Management business
* Ability to write high-quality content within given deadlines
* Passion for writing about software, work productivity and technology
* Ability to write in a specific voice & tone
* Ability to write both long & short-form copy