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

# Example of Content Marketing Job Description

Our innovative and growing company is hiring for a content marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for content marketing

* Write copy and create content including, but not limited to white papers, bylines, social/blog posts, case studies, newsletter, web copy, collateral, eBooks
* Ultimately, the role of the Director of Content Marketing is to think creatively and critically, leading the strategy and development of physical and digital assets that drive the business through thought leadership, lead generation, and partner ecosystem support
* Collaborates with various functional areas to define communication needs, audience, objectives
* Consults with compliance, supervision, sales management and/or product/marketing management to determine needs and delivery requirements
* Works with a team member who initiated the content, clarifying the purpose of the content, key audiences and results required
* Acts as a liaison between departments to obtain agreement on the content and purpose
* Builds content outlines or takes existing content and reworks it so it has a clear, organized outline
* Reviews marketing materials, contracts, supplementary materials and competitor information to understand the product, sales messages and positioning
* Oversees the Marketing Approvals Process
* Provides overall direction and project management for specified programs and projects involving internal and external production resources

## Qualifications for content marketing

* Obsession with mobile and video
* Resourceful, adaptive, and a master at triage
* Minimum of 5 - 7 years of experience in leadership role with primary responsibility for Marketing Communications, Production, Marketing Programs
* A “roll up the sleeves” attitude
* 5-7 years producing content in the financial industry
* Undergraduate degree with focus in marketing, communications or related field