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

# Example of Content Strategy Job Description

Our company is looking for a content strategy. 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 strategy

* Oversee the development of communication and marketing strategies that will lead to developing relevant content for the appropriate consumer (both internal or external)
* Define a future state vision for people, process and technology, and collaborate with subject matter experts to define a solution roadmap to achieve the future state vision
* Understand the governance and change management implications of our projects and engage related experts as appropriate
* Develop work estimates for implementations during the sales cycle, and create content service-specific savings and business cases
* Alerts department heads of breaking news and how it affects our schedule
* Aids in strategic vision and ultimate final monthly compilation of ESPNU schedule
* Leads efforts to align programming initiatives designed to increase audience and revenue
* Work closely with Research, Asset Management, Ad Sales and Finance to evaluate program performance
* Collaborate with key marketing, product, and research stakeholders to determine and guide creative strategy, content plans, and success metrics
* Guide internal and external creative resources for content creation and adaptation

## Qualifications for content strategy

* Working knowledge of industry related software programs such as WRAP and Nielsen’s NNTV
* Online or Print Comic Editorial experience preferred
* At least 2 years of consumer marketing communications, brand management, advertising and/or public relations work experience
* Agency experience (whether working in an agency or client-side)
* Flexible and detailed-orientated with strong project management, problem-solving and prioritization skills
* Experience with a CMS solution development and enhancement management