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# Example of Content Strategy Job Description

Our innovative and growing company is searching for experienced candidates for the position of content strategy. 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 strategy

* Map content to the buyer journey
* Continuously monitor market and evolve content strategy as necessary to remain relevant – leverage market data to develop content themes/topics
* Develop standards, systems and best practices (both human and technological) for content creation, distribution, and maintenance
* Manage other strategic projects and activities as assigned
* Responsible for creating and managing the overall strategy, process, and people required to manage marketing content
* Responsibility extends to the initial development, storage, maintenance, management and distribution of content in a cost efficient manner
* Partner with internal team, customers and suppliers to assure seamless execution of all programs and campaigns to achieve the highest results
* Shares best-of-class deliverables, tools and processes internationally across Regions and businesses
* Tracks, collects, analyzes and reports data, identifies trends and insights and evaluates results to achieve maximum ROI for marketing campaigns
* Performs testing, coordinates roll-out, trains users and develops processes for marketing tools and associated functionality

## Qualifications for content strategy

* Excellent P&L Management
* Advanced negotiation and vendor relationship skills
* Strategic planning and thought leadership
* Strong innovator and driver of change, with ability to energize and motive teams
* Demonstrated experience collaborating with cross-functional teams and influencing people at all levels of the organization
* Experience in travel distribution or the travel industry is a plus, but not required