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# Example of Director, Content Job Description

Our company is looking for a director, content. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for director, content

* Improve performance of the function / department through the analysis of existing business processes
* Oversee and collaborate with a group of copywriters, digital producers, social media editors, video and photo editors, community managers and marketers to create compelling content in a consistent voice across truTV
* Oversee the creation of copy for all platforms and needs (digital, social, on air, off air, out of home, print, integrated sponsorships, ) in collaboration with stakeholders throughout the marketing group and truTV as a whole
* Aligned with direction from the EVP Marketing & Digital & VP of Digital & Social, oversee team in management of copy and related content produced by internal teams and external partners and agencies to ensure brand voice, business objectives and deadlines are maintained
* Guide strategy by analyzing data to help further create and curate engaging content
* In partnership with the EVP & VP, develop and execute marketing strategies around truTV's brand, programming and other business initiatives
* Ensure that the all content on consumer facing platforms is on-brand and consistent in quality and tone, and optimized for search
* Oversee content calendar for all editorial initiatives
* Collaborate with B/R's Editorial, Marketing, Sales and Events teams to ideate innovative branded content formats and ad products that fit the B/R voice
* Provide creative oversight during the full lifecycle of all B/R's branded content campaigns and maximize projects' efficiency

## Qualifications for director, content

* HR-related experience including hiring, managing, performance reviews, compensation packages, required
* Basic technical understanding of HTML, XHTML, CSS, Java, web publishing (wordpress)
* Comfortable with acting as the company's spokesman and advocate via media appearances, interviews, sales calls, presentations
* Collaborative working style, with ability to work independently, with team members at all levels of the Company
* Excellent oral (speaking, listening, interpretation) & written communication skills
* Proven track record of partnering with diverse teammates across the globe and delivering superior results