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# Example of Director, Digital Content Job Description

Our growing company is looking for a director, digital content. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for director, digital content

* Work across several teams to business and technical solution for our clients, provide solutions and best practices for Enterprise Content Management systems across the enterprise
* Identify, prioritize, and implement critical system capabilities in Content Management technology platforms that help meet business goals
* Establish workflows to help control content creation, use and distribution
* Act as the subject matter expertise to ensure quality metadata is being applied to content and that the standards for system hygiene are being met or exceeded
* Advocate for strategic use of the Content Management to help clients operate more efficiently
* Manage relationships with content management technology vendors and provide technical guidance and oversight to developers and implementation teams
* Leverage the global digital content strategy to lead and develop coherent global product asset guidelines (visual and copy) to be leveraged across all digital touch points based on Global Brand Category, Market, Consumer and Digital Brand Commerce objectives and insights
* Partner with key stakeholders to ensure the global product asset guidelines are translated into executable digital content
* Brief internal resources, agencies and external parties on the development of content assets that support the execution of the digital content seasonal guidelines
* Partner with internal teams to ensure the end to end implementation of the digital content guidelines

## Qualifications for director, digital content

* 5+ years' experience working with Content Management tools, page publishing tools and/or other web tools
* 6+ years' project management experience or project delivery experience
* 6+ years’ experience managing teams of digitally proficient technical professionals
* At least 7 years as a Designer/Art Director
* Dedication to rolling-up-your-sleeves and designing
* Proven excellence in producing shareable, digital content