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# Example of Manager, Content Marketing Job Description

Our growing company is looking to fill the role of manager, content marketing. 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 manager, content marketing

* Work with web and social teams to build content distribution plans and measure results
* Think and execute as a publisher and editor, leading the development of creative new content that solves the goals set forth by the marketing department
* Position JGV as a best-in-class storyteller, developing engaging content with an eye toward driving subscriptions, social sharing and ultimately converting readers into paid consumers of our products
* Create and manage a network of freelancers, interns, and volunteers to support content creation
* Manage production flow of content including contracts, rights and approvals of all content published
* Copyedit all material prior to publication
* Optimize content for search and lead generation
* Manage all content to ensure that it is consistent in terms of style, quality and brand voice
* Create and manage a blog to attract site visitors through search, social, and our email subscribers
* Align content marketing with product marketing strategies to develop seamless integrations that will drive conversion to our online courses, apps and more

## Qualifications for manager, content marketing

* Proven ability to successfully manage projects to completion
* A team player approach
* Understanding of the digital advertising ecosystem a major plus
* Existing relationships with content editors in industry publications a plus
* Experience in collaborating with sales teams creative and marketing teams
* Define the metrics of success (KPIs) and create regular monthly reports that effectively measure and compare each of the various social platforms and content offerings