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

# Example of Manager, Content Marketing Job Description

Our company is growing rapidly and is looking to fill the role of manager, content marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for manager, content marketing

* Repurpose existing content for multiple uses
* Source and publish content for internal eNewsletter and blog
* Develop a deep understanding of products, target audiences and competitor activities in the market
* Manage brand "voice" with the ability to vary language and tone of messages as needed
* Write clear, persuasive (and creative!) original copy
* Brainstorm ideas and concepts for communicating a clear, concise, and effective message, particularly to simplify often complex or technical products and concepts
* Generate different options to communicate an idea or concept
* Amend, revise, or redevelop campaigns in response to feedback from the internal stakeholders
* Manage the posting and publishing process for B2B collateral and maintain procedures for periodic review and update of content
* Use templates and place images and graphics into assets

## Qualifications for manager, content marketing

* Hire and manage in-house and outsourced writers and editors
* Bachelors degree (Preferably in Marketing, Journalism, Communications or Public Relations)
* Demonstrable proficiency in digital content strategy and tactics including content creation, editing, analytics, social media marketing and search engine optimization
* Demonstrable proficiency in project management and/or management of an in-house and outsourced team
* Leadership – Successful experience leading a team in a project driven environment
* WordPress – The ability to create content within and troubleshoot issues with the WordPress platform