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# Example of Specialist, Content Job Description

Our company is growing rapidly and is hiring for a specialist, 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 specialist, content

* Stay on top of trends in digital and offline marketing communications
* Generate new content and communications ideas
* Assist in the development of new communications platforms and processes
* Facilitate and occasionally lead internal and external presentations and training, virtually and in person
* Work closely with senior leaders to develop internal and external content, including assisting with management presentations, development of training materials employee communications and new hire announcements
* Aurora YouTube channel management
* Write news articles, blog articles, case studies, product descriptions, product sell page content, copy for home page sliders, grid boxes, landing pages, occasional global news releases, editorials, video scripts, brochure/catalogue copy, mailing letters, personalised email sales templates and footers, stand graphics copy, executive memos and bios
* Social media posts, profile copy and executive bios for Aurora Lighting, Gooee Group and Microlights
* Create email marketing campaigns
* Assist with award submissions, business plans and presentations

## Qualifications for specialist, content

* Conduct monthly online/offline marketing meetings
* Compile information, create presentation and conduct monthly global communications meetings with regional reps
* Maintain monthly staff email list updates in Campaign Monitor
* Manage incoming marketing project requests and assign tasks in Smartsheet
* Establish and maintain editorial calendar, writing style guide, website content and Web communications guide
* Update and manage Showpad content as needed