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# Example of Specialist, Content Job Description

Our company is growing rapidly and is looking to fill the role of specialist, content. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for specialist, content

* Create engaging written and visual content for the purpose of digitally marketing a portfolio of clients
* Regularly meet and communicate with clients to understand their marketing needs, set their content marketing strategy, and communicate successes and challenges
* Develop and maintain relationships with webmasters, reporters, publications and influencers to facilitate the placement and promotion of content
* You'll contribute to search engine optimization campaigns for clients
* We believe in transparency, so we publish monthly reports and communicate campaign results to clients
* We love our clients and take a lot of time to understand them and educate them about what we do
* Education is one of our core values
* Employ content marketing strategies to support projects that span multiple platforms – to include print and digital publications, enewsletters, blogs, websites and social media outlets
* Serve as editor for select client association publications, including content strategy, editing, writing, production oversight, ad sales support materials and budget and schedule management
* Develop and maintain positive working relationships with account team members, contributing writers/editors, graphic designers, advertisers/sponsors and client volunteer board members and volunteer editors

## Qualifications for specialist, content

* Minimum 2 years book production experience or equivalent
* You communicate clearly and succinctly and can adjust according to your audience
* You have keen judgment and can make decisions without agonizing
* You are comfortable with analyzing data to make informed conclusions
* You know how to prioritize a dozen spinning plates
* Deep knowledge of trends in early childhood and K-12 education