



# Example of Content Advisor Job Description

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Our company is hiring for a content advisor. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for content advisor

- Translating content into Greek
- Preparing content for various areas of our website in Greek
- Create and own the Enterprise Content Management Strategy and identify opportunities across relevant functions and businesses to improve customer experience
- Gather key business and user insights, and apply strategic planning skills to create a long-term vision for the content that's generated
- Develop and govern enterprise content re-use and personalization strategy
- Communicate the design sensibility to envision how content will be presented or distributed in formats
- Influence cross-functional teams in the delivery of a unified global experience
- Lead efforts to evaluate and evolve the content strategy as business goals change
- Manage the process of creating and aligning on the content road map and communicated to key stakeholders
- Ensure content tools, standards and guidelines are in place to support content creator and reviewers

## Qualifications for content advisor

- Bachelor degree in a communications-related discipline
- Certification in digital marketing or search engine optimization is an asset
- Thorough understanding of web writing and content development principles

- Proven ability to interpret data and apply learnings to overall web content strategy
- Strong web content development skills, including HTML, rich-media optimization (e.g., images) and with content management systems (sitecore is preferred)
- Practical application of user experience and user-centred design principles and methods