



Example of Content Advisor Job Description

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

Responsibilities for content advisor

- Defines content success metrics, ensure that content effectiveness is measured
- Structure content through building content models, taxonomies and metadata definitions
- Lead cross functional discovery activities, gathering details and organized data about the current state and desired future state
- Strong partnership with Business Unit IT to deliver new platforms and maintain a tight partnership with system architects
- Drive partnership across marketing to for campaigns, both consumer and HCP
- Create alignment between content strategy and content platforms
- Own relationship with IT around information architecture and UX prototyping
- Create schema strategy and structural rules
- Lead production content workflows and facilitate process best practices, standards, and optimization across various authoring groups in an enterprise ecosystem
- Manage all the content transformation and enrichment workflows

Qualifications for content advisor

- Experience with business to customer (retail preferred), business to business audience and behaviours
- Knowledge of business to customer campaign management, customer journey and mapping

paced, often pressured environment

- Minimum 6+ years experience in application development experience
- Involvement in all phases of the application development life process
- Minimum of 3+ years experience with FileNet leading delivery initiatives preferred