



# Example of Content Assistant Job Description

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Our company is searching for experienced candidates for the position of content assistant. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for content assistant

- Support the marketing team in the production of brochures from a copywriting, image selection and proof-reading perspective the undergraduate prospectus, course brochures and event materials
- Manage the day to day activities of the Digital Agency
- Develop and maintain overall content strategy and standards for voice / tone / visuals for digital initiatives / programs
- Manage and execute on-going digital campaigns with established templates and editorial calendars along with the Digital Agency
- Track and monitor performance for all digital content projects
- Proactively bring ideas for content, promotions, video scripts, blogs
- Contribute towards content creation for internal initiatives
- Own & steer triggered programs & auto-mails
- Handling heavy phones and scheduling, with exceptional attention to the details of calendar management in a fast-paced environment
- Discreetly handling confidential and other sensitive information

## Qualifications for content assistant

- Communication skills to succinctly convey statuses to the business teams
- Ability to think creatively about processes and systems improvements
- Demonstrate ability to multi-task and prioritize large workload amounts in consolidated timeframes for weekly refreshers

- PG Diploma or Bachelor's degree in advertising, communications, creative writing or relevant degree