



Example of Content Coordinator Job Description

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Our innovative and growing company is hiring for a content coordinator. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for content coordinator

- Determining and creating relationships between products, , “linking” a pen refill to the pen that uses it
 - Monitoring the database and adding, deleting, or changing items based on the current
 - Contribute to the development of creative strategy and solutions through ideation, research, background prep, design, and more
 - Provide creative and design support for pitch materials, strategy meetings, idea expression and overall marketing needs - delivering clean designs and formats to best express ideas and present solutions
 - Actively collaborate across divisions with Content Partnerships Network teams, Ignite, Sales, Network & Creative teams
 - Collaborate across Turner in working closely with Sales, Network specific Content Partnerships teams, Ignite Social, branded content studios, and specific Network/Edit teams to bring industry leading solutions to market through creative ideation, conceptualization and visual identity
 - Ensure that the content marketing organization functions at the highest standards in its mission to establish the company as an investment industry expert and create demand for our content, application and services
 - This position is an integral part of the development and ideation process for advertiser sponsored promotions across the Turner Portfolio - Cartoon Network, Boomerang, Adult Swim, Trutv, CNN, HLN, TBS, and TNT
 - Attend all internal Marketing and Sales meetings
 - Attend client/agency meetings as needed
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- Fluent (written and verbal) in the Spanish language
- Experience in client management, marketing, sales, consulting, or sales engineering, at a technology (SaaS preferred), marketing company, or agency through part-time or internship
- Familiarity with digital marketing, online content, and/or SEO preferred
- Preferably educated to degree or equivalent level
- Experience of working in TV broadcasting or production is the ideal
- Minimum of 2 years developing digital content for an advertising agency or CPG/ Service company