



Example of Content Creation Job Description

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

Responsibilities for content creation

- Identifying story ideas that are relevant to clients and translating company and industry data and analytics
- Developing, writing, and editing engaging stories for a variety of channels, from web to social
- Developing and executing online syndication campaigns
- Monitoring industry and competitor news to find opportunities to use the company's strengths through compelling stories
- Understanding key issues and business challenges facing health, and propose ideas for "newsworthy" content
- Working quickly to build a network of contacts among the subject matter experts within the larger marketing organization other teams across the company
- Collaborating closely with designers, other writers/creators, and directors to assess needs and opportunities
- Delivering consistently against an established editorial calendar
- Bachelor's degree with a minimum of 3-5 years of experience in retail training, development or editorial
- Experience in creating original editorial and learning tools

Qualifications for content creation

- Outstanding written and verbal communications skills and the ability to communicate with people at all levels of the organization, business partners and vendors

- Manage all marketing and external material for consistency/adherence to marketing message
- Experience in negotiating and making decisions
- Plan, manage, and coordinate the development, implementation, deployment, and operation of production technology solutions to meet the needs of the business
- Knowledge of SMPTE standards, RGB, YUV, 709/601 color spaces, codecs, containers, metadata, captioning