



Example of Content Creation Job Description

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Our company is looking to fill the role of content creation. 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 creation

- Ability to create short films or animated videos to support key initiatives is a plus
- Proficient on MAC and PC including Microsoft Office, Microsoft Outlook, Apple iWork, Apple Creative Suites, Final Cut Pro, Photography and Wordpress (or similar program)
- Write and edit a variety of digital marketing deliverables
- Extract key ideas and develop creative copy for the web that simplifies complex topics and services
- Multitask and manage administrative projects for Content Creation team
- Creation of multi-format digital content with a focus on editorial
- Achievement of internal and external targets, as assessed by the Content Creation Manager
- Day-to-day management of workflow, amends and sign-off
- Input on end-to-end content production, from ideation, creation, editing, sign off and publication
- Working with Owned Strategy, Content Marketing, research and PR teams to ensure content is optimal for distribution

Qualifications for content creation

- Experience with Photoshop or other digital imaging software, and video production experience

- Must have a working knowledge of Turner Brands
(TNT/TBS/CNN/TCM/CN/Adult Swim/TruTV)
- Interest in TV production (Shooting video, Editing, Post-Production, etc)
- Desire to work in advertising agency setting
- Must be willing to work on multiple projects at once and have the ability to juggle a lot projects simultaneously