



Example of Content Development Specialist Job Description

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Our growing company is hiring for a content development specialist. 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 development specialist

- Provide ongoing standards and best practices support to authors, internal teams, SMEs, third party content providers, development editors, and Portfolio Managers as needed
- Regularly survey key stakeholders and partners on the effectiveness and usefulness of the guidelines and collaborate with teams to provide timely updates, expanded and personalized examples, and expanded guidance as needed
- Working with the Director of Content Development, plan, resource, develop, and pilot self-paced and live training courses, and update and maintain the Digital Content Development training site
- In Working with Content Development Director and Manager, participate in onboarding new third party content providers to project and pilot content standards and providing training as directed
- Provide outstanding third party content provider support through the hosting of regular Office Hours and one on one sessions to provide training, examples, and support to internal and external content providers
- Lead SEO for NGS
- Define requirements for page/site structure and develop and execute content marketing strategies that will result in discovery of the brand's sites and content in search engines while driving traffic to the brand's site, blogs and social profiles (20%)

- Manage, track and report SEO and content discovery KPIs (15%)
- Ideate, plan and execute content marketing campaigns to increase traffic to the brand's website and improve engagement with content

Qualifications for content development specialist

- Strong communication, time management, organizational, and interpersonal skills experience in managing multiple projects in a fast-paced, ever-changing environment are required
- Experience in or willingness to learn the Solution Build tools and technologies such as Solution Builder, IMG authoring
- Bright candidates with B.E
- Minimum of a bachelor's degree, advanced e-learning and/or instructional design education-related coursework preferred
- Minimum of five or more years of higher education digital content development and design experience with proven success required
- Excellent verbal, written, and listening communication skills the ability to communicate difficult/sensitive information effectively