



Example of Content Development Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is searching for experienced candidates for the position of content development. 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

- Develop and maintain relationship with partners
 - Handle the communication and operation with partners
 - Track and analyze sticker performance or conduct user research to identify insightful direction
 - Keep optimize strategies based on solid analysis and logic to achieve target
 - Collaborate with marketing and PR to execute marketing campaign and deliver core value of service to public precisely and reach KPI
 - Understanding the needs of our advisor clients and prospects in the multiple forms they may take
 - Developing value add content that provides advisors with insights they need to help them take advantage of trends and opportunities in the marketplace, plan for the future and grow their businesses
 - Partnering with cross-enterprise groups to improve the way advisors work, enhance the choices they have to offer their clients, and deepen their relationships with Schwab
 - Plan, create and deliver a variety of content and marketing communications including, but not limited to, articles, listicles, infographics, videos, case studies, messaging, brochures, webcasts, web copy, slide shows and emails
 - Collaborate with business partners, PR, events, sales and channel owners to develop content and marketing communications to support our business goals
-

- Series 7, 63, and 65 or combination would be a plus
- Experience executing regular and timely financial advisor communication programs
- Participate in and contributes to project scoping and planning, setting the standards for the learner experience that will enable the development of highly engaging and interactive eLearning
- 3-5 years developing creative for both short and long form content Branded Content, Documentaries, Narrative Scripts, Commercials
- Experience working in both Production and pitching creative content
- 10+ years experience of Microsoft .Net C# development (Visual Studio, ASP.NET, MVC, Web API, EF)