



Example of Content Lead Job Description

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Our innovative and growing company is hiring for a content lead. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for content lead

- Stay updated on content and social media industry knowledge and explore new ways to target and engage our audiences
- Be responsible to ensure alignment as appropriate to industry standards regarding the TMF reference model (eg DIA)
- In partnership with the functional areas, identify opportunities and risks for delivering content solutions, including identification of opportunities for innovation, and assessment of marketplace obstacles and technical hurdles
- Evaluate and identify appropriate technology frameworks (including web application frameworks and the deployment stack) for delivering to multiple devices and content engineering services
- Communicate the content engineering technology strategy to team members and VP, Software Development so that it can be communicated to partners, functional areas and stakeholders
- Own and oversee content strategy and development efforts in connection with other owned digital properties inclusive of properties under development (specifically the Advisor Website Fix initiative, among others) and hosted by third parties
- Directly manage and support the ongoing content needs of ColumbiaThreadneedleUS.com in support of growing brand awareness, content accessibility, and increased engagement with the firm's content
- Responsible for e-mail activities in support of campaigns and routine e-mail releases

- Lead and manage a team charged with supporting onsite and offline content marketing activities

Qualifications for content lead

- To lead on a phase of software development within a project SDLC EXECUTE as development team leader and project team member
- Knowledge of or technical ability to explore opensource ECM toolsets such as Document Oriented Databases Mongo DB/Hadoop, Alfresco
- Ability to work effectively with little supervision, and focus on project efforts to hit milestones
- To be proficient in the area of Enterprise content Management and specifically in the area of Content Retrieval with broad experience in tools and techniques employed within the domain area
- Education and thought leadership within and outside of the organization
- Excellent management skills for working with both internal staff and external partners