



Example of Content Lead Job Description

Powered by www.VelvetJobs.com

Our company is looking 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

- Accountable for development and execution of content marketing strategy and initiatives to drive awareness, traffic, engagement, thought leadership and leads
- In collaboration with PR team, Product Marketing, and Integrated Marketing, collaborate to develop campaigns across multiple channels to drive awareness, thought leadership, engagement and leads/conversion
- Understanding of various audience personas to create content that is appealing and optimizes for conversion
- Provide best practices and thought leadership within the organization on content marketing and social media, and how to leverage both for success
- Oversee and Improve RRM
- Work on the maintenance of RRM and alignment to impacted tools
- Input into supporting system and tool development
- Liaise with stakeholders to manage RRM
- Coordinate TMF Management Group in preparation of a Sponsor inspection
- Support during inspections in regards to TMF (remotely or on site)

Qualifications for content lead

- Work face to face with customers, conducting briefings and workshops
- Domain competence
- Provide technical guidance and support to the operations team for day to day

- Use their experience and knowledge to make ongoing improvements to the CDN
- Ability to work well with remote and virtual team, taking the lead when required