



Example of Content Manager Job Description

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Our innovative and growing company is hiring for a content manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for content manager

- Grow organic traffic to our website through a variety of SEO tactics including keyword & competitive research
- Develop transition plans and attend planning meetings with contacts
- Advocate for the office to train and develop colleagues
- Responsible for scoping, commissioning, writing, editing and publishing digital content across all web content
- Manage relationships with subject matter experts to make sure content is accurate
- Monitor the performance of content and tools and work with the Product Manager and a multi-disciplinary team to understand user behaviors and feedback and identifying ways to iteratively improve the content and the product
- Responsible for establishing the schedules for adding content to/removing content from the products
- Responsible for coordinating the collection, delivery, ingestion, and addition/removal of content on the products according to schedule
- Responsible for using legacy systems to control content metadata for the products
- Responsible for using legacy systems to control the addition/removal of content from products

Qualifications for content manager

- Knowledge of corporate training
- Three (3) plus years' of experience working with a content management system
- Financial or technical writing skills
- Knowledge of the RFP/DDQ process in an institutional asset management setting
- Thorough understanding of the institutional investment management business