



Example of Content Manager Job Description

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Our growing company is hiring for a content manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for content manager

- Provide content usage reports (KPIs) to Segments & markets
- Define content expiration guidelines and work with group marketing functions to ensure that the content is kept up to date
- Support and drive e-mail marketing campaigns across all categories
- Execute rigorous analytical processes and translate insights into concrete recommendations and actions to optimize content and engagement for specific user types (based on Sitecore profiles)
- The Digital Content Manager reports to Digital Manager Benelux
- The Digital Content Manager will be stationed in Brussels
- Work with Digital Marketing & Media teams on the creation of web landing pages, Email & Lead Nurturing journeys through Eloqua, Web banners and other related online assets
- Clean up / set up site for the day
- Responsible for customer's entire content experience throughout the customer's journey
- Follow food trends and looks for ways to incorporate Performance Foodservice brands and products to inspire chefs across the country

Qualifications for content manager

- Prior experience with system requirements definition a plus
- Must have strong customer service skills (communication, customer satisfaction)

- 10+ years' experience working in an Internet environment required
- Experience with web analytics tools (Google Webmaster Tools, Omniture, Hitwise)
- Culinary school graduate and proven cooking skills