



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

- Educate and advise the editorial, publishing and video teams on digital-first content concepts and optimization considerations
- Build relationships with channel owners (social and video) to publish and schedule editorial content and to drive positive change/innovation where possible
- Create digital content creation and distribution plans
- Play a key role in the creative development and execution of video content
- Collaborate with video editors and producers to refine final edits of video content
- Work closely with the editorial team to optimize editorial and social media content
- Support editorial teams in shaping daily publication on all platforms
- Work closely with creative solutions to co-produce video and ensure it aligns with content trends and the wider business
- Work closely with the editorial team to ensure content aligns with consumer behaviour
- Monitor the currency and completeness of the allocated accounts through the entire end-to-end process of CAR production

Qualifications for content manager

- Strong experience with content creation and management online
- A good eye for visuals and creative quality

- Proven track record of designing the content experience for top quality educational products
- Experience managing external consultant and companies that contribute to a product throughout production
- Background the educational space or in educational product development