



# Example of Content Marketer Job Description

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Our company is looking for a content marketer. 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 marketer

- Execute against this content strategy with a focus on content quality and value
  - Manage writers and content contractors to product content across various funnel stages, including short and long form pieces
  - Refine and lead development of actionable content to target audiences through inbound, inbound, organic, and specialist community channels
  - Analyze existing content marketing activities based on usage data and performance analytics and optimize with writing and strategy for performance enhancements
  - Provide recommendations on taxonomy and information architecture
  - Advance an SEO strategy for brand content marketing including keyword research/tracking and technical considerations that complement ca.com's SEO keyword strategy
  - Think creatively and use market trends/data to develop content themes/topics
  - Develop content for multiple personas and target segments tailored to drive actions in the buyers' journey
  - Collaborate with designers and agency partners to craft content for multiple offers and target segments
  - Contribute to weekly dashboard on content performance and recommend optimizations for A/B testing
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- Strong writing skills and ability to craft messages appropriate for different mediums
- Developing and delivering scalable content marketing strategies, plans and calendars that support sales, marketing & engagement objectives
- Collaborating with Product Managers and Marketing, Advertising and Brand teams to ensure a coordinated marketing presentation of entertainment content assets
- Sourcing, producing and ingesting content assets to distribute and amplify across a variety of platforms
- Applying analytics and insights to maximise content value, deliver higher quality response outcomes with improved conversions rates
- Building subject knowledge across the entertainment industries and content marketing to be a SME that is actively sought across the business to inform and educate on the category