



# Example of Content Marketer Job Description

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Our innovative and growing company is looking to fill the role of content marketer. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for content marketer

- Working knowledge of marketing writing, online usability, digital marketing and SEO
- Constantly seek opportunities to improve the quality and international consistency of The Essential Edge
- Regularly update supervisors and project owners on progress of The Essential Edge
- To write engaging, relevant and shareable content for the Zesty and Tibus blogs
- To promote content through the Tibus and Zesty social channels and manage engagement on those channels
- To create and manage content publishing schedules
- To work with subject matter and technical specialists to create content
- To develop case studies with clients
- To identify relevant tech blogs, publishers and platforms and engage with those publishers to promote Tibus and Zesty content on them
- To work with the Wireless Group communications team to generate press releases

## Qualifications for content marketer

- Tertiary qualified in a Marketing, advertising or Business discipline
- Minimum 5 years' experience in a marketing communications, agency account management or advertising creative environment

- Complimentary telecommunications or television industry experience
- An understanding of content creation and in-depth knowledge of customer segmentation
- Experience in marketing campaign creation and management based on deep customer insight