



Example of Content Marketer Job Description

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Our growing company is looking for a content marketer. 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 marketer

- To work directly on client copy and content engagements
- To keep on top of content, technology, UX and design trends
- To carry out any other reasonable duties as required
- You will author and ghost-write blogs, PRs, whitepapers and written articles promoting Client products, solutions and services in the market
- Review content and become the main point of co-ordination for all the BU's written marketing material, ensuring a high standard of written language throughout
- Build and review content for the Client BU's internal communications – newsletters, exec blog posts, intranet etc
- Editing & expanding existing articles to increase organic traffic
- Cross department communication which includes (but is not limited to) cross department editorial calendar updates & working with other teams to review content needs
- Reporting content performance on a weekly basis
- Content Ideation – creating new & interesting ideas that will resonate with our audience

Qualifications for content marketer

- Communications – able to work in a matrixed organization with related marketing roles, sales and offering management roles, as required
- Strong logic skills with the ability to distil a wide variety of inputs into key

- Excellent technical marketing skills, particularly with regard to analysis, customer segmentation and value proposition development
- MS Office expertise (Excel, PPT, Outlook)
- A portfolio that demonstrates your ability to facilitate and initiate creative thinking in the digital space