



Example of Content Marketer Job Description

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Our company is looking for a content marketer. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for content marketer

- Works with analytics to understand how to build and deploy data-driven growth tactics and optimization
- Develops searchable, SEO (search engine optimization) parameters to build into the content
- Researching relevant topics for our audience
- Engaging with our audience by responding to comments on articles
- Reaching out to potential content partners & influencers, collaborating on potential pieces to amplify content & earn links
- Be an integral member of the category team
- Drive the goals of the category team and identify opportunities for improvement
- Contribute to the Go-To-Market Plan and Product Portfolio Plan
- Develop and implement content plans and calendars
- Adjust content based on measurable data and business needs, resulting in genuine purpose and relevancy

Qualifications for content marketer

- Ease in researching unfamiliar subject matter (e.g., businesses, industries, technologies,) and then formulating a coherent point of view or extracting required information
- This job may require travel between 20-30% to meet with our teams, key content and agency partners, Will vary
- An understanding that great output requires great input – much of your day

- A persuasive writer but you're not concerned with spinning pretty prose
- You aren't afraid to experiment and test
- Is flexible and able to adapt to business requirements