



Example of Content Marketing Manager Job Description

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Our company is hiring for a content marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for content marketing manager

- Stay up-to-date with the latest content marketing trends and trends in the performing arts that will appeal to Juilliard consumers
- Writing and generating various types of content (blogs, social, website content, trade show materials, sales collateral,) across all marketing platforms
- Monday night dinner, Wednesday morning bagel, plenty of snacks
- Edit all content to ensure it is grammatically correct, fact-checked, Science approved, consistent with brand style/tone, and is search optimized for its channel
- Stay up to date on the latest in healthy eating, physical activity, cooking, wellbeing and other health related topics and content marketing best practices
- Assist with other marketing department initiatives such as consulting on Communications, PR, and Web Development
- Edit and repurpose current marketing materials/content so it is optimized for digital channels (e.g., Web, Marketo landing pages, emails,) and focused on generating demand
- Lead planning and implementation of traffic-driving and demand generation initiatives working closely with Kindle Content teams
- Coordinate with Kindle Content teams for messaging and promotional opportunities

Qualifications for content marketing manager

- Data analytics with proven experience in combining open source inputs (Twitter, social graph) with proprietary (website traffic,) to optimize content
- A strategic and innovative thinker who displays excellent verbal communication and presentation skills
- Experience writing and tailoring content for a variety of customer segments brand and audience personal
- Create, edit and manage the production of digital and print content that is consistent with the organization's brand, style and tone
- Develop and maintain a content calendar that attracts and appeals to the organization's various customer groupings for the various platforms
- Creation of standard operating procedures (SOP's) for the planning, execution, optimization, distribution and amplification of the organization's content