



Example of Content Marketing Manager Job Description

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Our innovative and growing company is hiring for a content marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for content marketing manager

- Writing a variety of marketing materials (e.g., e-mail, web content, advertising, trade show materials, webinars, white papers, infographics, social media posts, blog posts, proposals,) for assigned business unit ensuring each item is carefully edited prior to publication
- Develop and implement social media strategy for assigned business unit ensuring corporate best practices are followed
- Manage content auditing process and social media strategy based on strategic goals, vertical markets, business priorities and industry events
- Serve as a Subject-Matter-Expert (SME) concerning social media developments and content marketing for assigned business unit
- Identify and engage with influencers, partners, brands and bloggers to gain visibility for brands on appropriate platforms
- Utilize DFRG listening tools to monitor competitors and identify industry trends
- Develop and track KPIs to assess strategic impact of content across all channels
- Owns and drives specific marketing campaigns and initiatives developed in support of the business strategy
- Creates, manages, edits consumer content in the form of emails, articles, posts, website content to attract prospective life insurance customers, drive leads, nurture, and convert leads to sales
- Creates, manages, edits engagement communications for John Hancock

Qualifications for content marketing manager

- Comfort working with cross-functional teams like product, sales, engineering, and execs
- Experience managing an online store or ecommerce environment while executing online promotions and merchandising programs such as cross-sell/up-sell
- Experience optimizing traffic funnels to conversion KPIs and using leading/lagging indicator data to guide further action
- Experience developing lead generation campaigns using content strategies that result in measurable results
- Experience developing customer segments and designing digital targeting strategies towards those segments
- Experience developing an eCommerce strategy for product deployment in partnership with commercial, supply chain, and operations teams