



Example of Content Marketing Specialist Job Description

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Our company is looking for a content marketing specialist. 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 marketing specialist

- Drive organic social media – curating weekly social media schedule, writing copy where necessary, and organising strategic promotion across key social channels including Twitter, LinkedIn and YouTube to achieve campaign optimisation
- Act as a contributing writer for the blogs, as needed
- Organize a robust and ongoing inbound linking effort via all relevant stakeholders (field marketing and PR, brand managers, alliance managers, PR managers,) to ensure comprehensive inbound linking from relevant external sites to our own
- Determine which external web sites our customers and prospects spend time on, and seeding and promoting content on those sites
- Collaborate with the sales team, to own and create the sales tool kit, sales decks, 1-sheets, presentations
- Analyze content performance data across all channels
- Assumes responsibility for the integrity of all advertised items by reviewing all product and copy content and leading the review process with all levels of Merchandising from Assistant Buyer to GMM
- Ensures regional relevance by optimizing product and copy versions for each printed Tab based on market-specific needs
- Directs Weekly Advertising Meetings and Turn-In Meetings attended by GMMs, DMMs, Buyers and Marketing
- Devise and implement creative content marketing in support of marketing

Qualifications for content marketing specialist

- Expert level written communication skills a must
- Strong customer service and data entry abilities
- Excellent interpersonal skills and must understand subjective nature of decision-making with internal and external customers
- Demonstrates effective verbal and written communication that is clear, well-organized, and demonstrates the ability to set individual tasks and execute them on a daily basis
- 2+ years experience producing relevant SaaS and/or B2B content and executing lead generation strategies
- Excellent verbal & written communication skills (please share writing samples)