Example of Content Marketing Specialist Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for content marketing specialist

- Report on performance of content marketing activities
- Support the execution of the UELD marketing plans
- Work closely with product marketing and industry solution marketing managers to develop sales enablement content from the key content marketing materials
- Package the content materials in formats that are engaging and that enable a high level of retention – including videos, written content, webinars and self-paced learning modules
- Work with Sales Enablement team to incorporate content into programs that drive onboarding and continuing education
- Develop processes that drive efficient maintenance of the content
- Work with the Sales Enablement team to identify innovative new ways to deliver the product information
- Develop content that promotes the Venture brand and builds engagement with our clients through multiple communication channels
- Proof and edit the work of others, your own, to ensure consistency in style and tone that is aligned with our brand and our brand promise
- Conduct independent research and analysis that provides strategic guidance to our sales and marketing teams, business leadership regarding our industry

Qualifications for content marketing specialist

- Moderate travel required (5-6 times per year)
- Team player who can work with Marketing, Sales, Customer Support, and Engineering departments
- A highly skilled wordsmith with a passion for creating high-level content designed to educate, inform and engage
- Experience in Office, Photoshop and other content management tools