



Example of Content Senior Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of content senior manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for content senior manager

- Responsible for adding selection from new and existing publishing relationships
- Creative brief development – examination of brand marketing objectives and positioning, brand business dynamics, competitive dynamics and positioning, consumer mindset in the category/segment, brand equities and aspirations
- Creative Development – in partnership with creative strategists and marketers, guide advertising agencies in core creative idea and advertising development based on creative briefs
- Production Supervision – in partnership with Director of contents production, provide production process supervision/leadership including management of all key steps, timing and budget
- Advertising agency evaluation and selection – review work of and relationships with agencies currently assigned to all major brands
- Origination, repurposing and production of lead content (print, digital, video) for fund launches, focus fund campaigns and strategies
- Content production across major equity and bond and alternative asset classes
- Content production across various businesses and customer segments
- Working across key business areas like CIOs, investment directors, PR , marketing and digital teams, in-house video studios, and thought leadership editorial teams
- Production of investment intelligence (institutional magazines, core messages, Investment strategies)

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- 3 or more years' experience managing a multi-channel content operation
 - Fluent in English with strong oral and written skills
 - The tenacity to develop ideas independently and thrive in a fast-paced start-up environment is essential for success
 - Familiarity with digital marketing and site merchandising
 - Experience managing complexity in large companies small, entrepreneurial organizations
 - Proven experiencing leading / growing consumer businesses and a record of making high judgement decisions in difficult situations within those businesses