



Example of Content Senior Manager Job Description

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Our company is growing rapidly and is hiring for a content senior manager. 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 senior manager

- Proofread, edit and publish marketing assets for internal marketing site, partner promotions, press, and gated content (ebooks, webinars)
- Meet regularly with marketing content creators to edit work and provide guidance, feedback, and mentorship
- Work with Senior Marketing Manager to maintain the established Placester voice and brand in communications and to ensure email communications align with monthly calendar
- Working closely with Senior Marketing Manager to leverage innovative campaigns into the calendar
- Grow our search engine optimization with strong techniques
- Work closely with Director of Demand Gen to adjust the schedule both at-will and in planning to fill pipeline
- Grow the Marketing Academy to produce more targeted content and advise and assign the team based on areas where more content is needed
- Closely engage with content dev teams, platform team, release team and other internal partner teams to further define content engineering service scope
- Generates revenue and/or profit margin among assigned accounts the accounts of those under direct supervision
- Producing the written content for internal and external customers

Qualifications for content senior manager

- To help guide the development of integrated communications programs and plans (e.g., digital programs, immediate consumption programs, PR programs,) to reflect the core creative idea, values, voice, personality and executional pillars
- The candidate should have a minimum of 10 years' experience in an investment marketing or writing role either in a domestic or international financial group
- Outstanding communication skills are a key requirement for this role, with excellent English being a necessity
- Strong technical and investment product knowledge (bonds, equities, Multi Asset, real estate and alternatives)
- Proven ability to translate complex investment trends and fund performance/positioning messages into easily digested, timely and interesting communications content, at the level expected from client segments to make the content relevant and usable for our customers