



# Example of Manager, Digital Content Job Description

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Our company is looking to fill the role of manager, digital content. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for manager, digital content

- Edit content, organize, and schedule posts on social media channels, including Facebook, Twitter, Instagram, Snapchat, in collaboration with the Communications team
- Monitor Harvard Art Museums' social media channels and engage with active users
- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for digital content including online, social media, email, point of purchase, mobile, and video
- Supervise all social media activities and growth
- Track, report and analyze activities, including social media engagement and content effectiveness
- Capture and curate data to cultivate consumer relationships and exceed profitability goals
- Foster relationships and establish credibility among TNA team members and partners
- Guide the editorial line of [bottegaveneta.com](http://bottegaveneta.com)
- Work closely with Editorial, Creative and Retail teams to ensure that all digital activities are in keeping with brand values and guidelines
- Pitch ideas to create original and adapted online content

## Qualifications for manager, digital content

- Studio / entertainment experience preferred
- Previous database maintenance experience preferred
- Advanced knowledge of Internet Explorer, AOL Web Browser, Macromedia Fireworks, Adobe Illustrator, Javascript, Real, Quicktime required
- Other knowledge/skills in Photoshop, Dreamwaver, OASIS and SAP preferred