



# Example of Manager, Digital Content Job Description

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Our innovative and growing company is hiring for a manager, digital content. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, digital content

- Partners with Portfolio Marketing Mgrs
- Facilitate content changes for digital properties and applications
- Work with key business stakeholders to assess content needs and capture requirements
- Manage a content creation and review process that ensures all content is on-brand, error-free, and consistent in style
- Develop priority and content publishing schedule
- Closely monitor and report on content optimization
- You will produce and create content for wqad.com
- Apply analytics to better profile, target and retarget prospects, adapting social campaigns to deliver higher quality responses and improve conversions rates
- Create original marketing content such as static images, GIFs, written copy, video clips
- Create and manage editorial calendar for strategic promotion of online content and museums events via social channels that are in sync with the digital content strategy

## Qualifications for manager, digital content

- Experience in working with a global team across different time zones and cultures
- Knowledge and passion for music, local news, sports and politics

- Extensive digital knowledge and experience in content posting, content management systems and roles/responsibilities
- Ability to communicate and interact effectively with all of levels of the organization and cross-functional teams