



Example of Manager, Digital Content Job Description

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Our growing company is looking to fill the role of manager, digital content. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for manager, digital content

- Serve as the company's Earned Media marketing expert by maintaining a pulse on the latest issues, developments and trends in content marketing and social media
- Day to day management of new SiteCore CMS including creating user guides and training new colleagues as required
- Oversees McCormick's global content assets, content strategy and Digital Asset Management tool
- Manages digital content specialists (2) to provide high quality content solutions and global availability of assets
- Leads creation of content governance standards and ensures adherence by all business units
- Maintains strong relationships with marketing, eCommerce, IT and digital teams around the world
- Leads or supports efforts to develop content through internal teams or external partner resources
- Plays a leadership role within the global Content Project Team, whose purpose is to accelerate our digital presence through development and availability of best in class content
- Communicate with internal teams (legal, post production, business affairs) the marketing and distribution on timelines and created content
- Using audience insights to help drive daily coverage decisions on topics/issues that engage the Star's mobile audiences

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- Experience with web analytic tools such as Adobe/Omniture and Google Analytics
 - Commitment to ongoing professional development around best practices in digital content strategy
 - Polished and talented in writing
 - Experience with Google Analytics, SEO, HTML, WordPress and Adobe Creative Suite preferred
 - Experience with ecommerce is preferred
 - Must constantly strive for excellence and have an extreme attention to detail even while working on multiple projects concurrently