



Example of Manager, Digital Content Job Description

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Our growing company is hiring for a 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

- Work with cross-functional teams to define requirements for working on digital properties, site functionality, and user experience to identify and troubleshoot bugs in the CMS
- Ensure best utilisation of CMS functionality and capabilities
- Management of the editorial shoot calendar, providing weekly email updates to the wider business, plus the creation of clear content plans and yearly reviews, reflecting asset performance and using this to inform future content
- Manage the overall editorial budget and individual shoot budgets
- Creation of clear shoot briefs and schedules, working closely with the creative team
- Management of post-production, including liaising and briefing retouchers, image selections and asset distribution with relevant stakeholders
- Creation of relevant editorial stories/brand shoots which are commercially focused, pushing key product areas by working closely with online trading and the wider buying teams
- Support the senior editor and editorial co-ordinator with homepage and feature asset planning
- Support the e-commerce studio with model castings and updating the team on editorial shoot concepts and styling directions to ensure a consistent visual journey across the site
- Input into strategies for development of digital content associated with several different channels

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- At least five years' experience managing content on financial services web sites is required
 - Proven people manager experience
 - Ability to lead projects as part of cross-functional teams with strong communication skills and the demonstrated ability to influence across multiple stakeholders
 - Subject matter expert and with all digital platforms, including desktop, mobile, video, social and search
 - Writes effective and compelling short- and long-form copy for on-site advertising, product pages, secure applications, FAQ's, in ways that are Customer-centric, benefit-oriented and in alignment with our Bank Human brand platform and business goals
 - Creates content drafts/documents content in approved MCD format and partners with Digital Project Manager and stakeholders, providing recommendations and rationale for executing the best possible Customer experience online