

# Content Manager Job Description template

## Content Manager Job Description Template/Brief

We are looking for a Content Manager who will produce, assess, and supervise content creation.

You will also be responsible for ensuring that product, promotional, and informative content is presented effectively and per brand rules.

## Content Manager Job Profile

Content managers create and disseminate timely and relevant content to audiences. They have a thorough awareness of their company's brand voice and employ it in their communications with customers.

Aside from innovation, being a content manager generally include project management and managing a content staff. They may also work on projects with members of other teams.

This is not an entry-level position; content managers are typically expected to lead their teams and drive growth; therefore, it is filled by someone with a couple of years of experience in marketing, communications, and project management.

## Reports To

- Marketing Manager
- SEO Manager

## Content Manager Responsibilities

- Create a content strategy that is in line with both long-term and short-term marketing objectives
- Work together with design and marketing teams to design and build site content design and layout
- Create and distribute interesting content
- Edit, proofread and improve on writers' postings as needed
- Maintain brand consistency by efficiently interacting with authors.
- Optimize material for SEO purposes
- Interpret website traffic and user interaction data using content management systems
- Increase cross-platform site traffic by controlling content distribution through online channels and social media
- Use an editorial schedule to keep the content team on track
- Ensure that all data and work are lawful (e.g. copyright protection)
- Stay up to date on trends and come up with fresh concepts to capture the interest of the audience

## Content Manager Requirements & Skills

- At least three to four years of agency or equivalent position experience
- The ability to generate new and compelling ideas for new content that develops or reinforces the company's brand identity
- Experience writing innovative text that incorporates good keyword placement utilizing SEO best practises
- Excellent verbal communication abilities, as well as a firm grasp of the English language
- Extremely computer savvy, particularly in the creation, interpretation, and editing of HTML scripts
- Advanced written communication abilities and the ability to read English copy
- Working knowledge of social media engagement methods and best practices
- Proven ability to create original content that is targeted to a specific audience and achieves organizational objectives