

Content Strategist Job Description template

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Content Strategist Job Profile

A content strategist is a professional who is responsible for the planning, development, and management of content for an organization or website. The content strategist works with the content team to create a content strategy that meets the needs of the target audience. The content strategist also works with the marketing and communications team to ensure that the content is aligned with the overall marketing and communications strategy.

Reports To

- Content manager
- Director of Marketing

Content Strategist Responsibilities

- Aligning content with the organization's overall marketing and communication strategy
- Creating a content strategy that meets the needs of the target audience
- Working with the content team to develop and implement the content strategy
- Managing the content team to ensure that the content is created and distributed on time
- Ensuring that the content is of high quality and meets the needs of the target audience
- Analyzing the performance of the content and making recommendations

Content Strategist Requirements & Skills

- A bachelor's degree in marketing, communications, or a related field
- 3-5 years of experience in content planning, development, and management
- Strong written and verbal communication skills
- Strong organizational and project management skills
- Strong analytical and problem-solving skills