



THE
CONTENT
ADVISORY

Content Marketing Job Descriptions

*Job Descriptions For Leader of
A Content Marketing Center
Of Excellence, and a Managing Editor
By Robert Rose, The Content Advisory*



CONTENT MARKETING LEADERSHIP JOB DESCRIPTIONS

Two Members of the COE Team

Leader in Content Marketing Center of Excellence

This individual is an expert in all things related to content and channel optimization, brand consistency, segmentation and localization, analytics and meaningful measurement. The position collaborates with all departments in order to help define both the brand story and the story as interpreted by the customer.

Responsibilities

Ultimately, the job of this leader is to think like a publisher/journalist, leading the development of content initiatives in all forms to drive new and current business. This includes:

- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content including online, social media, email, point of purchase, mobile, video, print and in-person. This is to be done for each buyer persona within the enterprise.
- Mapping out a content strategy that supports and extends marketing initiatives, both short- and long-term, determining which methods work for the brand and why. Continuous evolution of strategy is a must.
- The development of a functional content calendar throughout the enterprise verticals, and defining the owners in each vertical to particular persona groups.
- Supervising writers, editors, content strategists; be an arbiter of best practices in grammar, messaging, writing, and style.
- Integration of content activities within traditional marketing campaigns.
- Conducting ongoing usability tests to gauge content effectiveness. Gathering data and handle analytics (or supervise those who do) and make recommendations based on those results. Working with owners of particular content to revise and measure particular content and marketing goals.
- Developing standards, systems and best practices (both human and technological) for content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies.
- Leveraging market data to develop content themes/topics and execute a plan to develop the assets that support a point of view and educate customers that leads to critical behavioral metrics.
- Establishing work flow for requesting, creating, editing, publishing, and retiring content. Work with technical team to implement appropriate CMS.
- Conducting periodic competitive audits.
- Supervising the maintenance of content inventories and matrices.
- Ensuring consistent global experience and implement appropriate localization/translation strategies.

Content Marketing Leadership Job Descriptions

- Participation in the hiring and supervising of content/story leaders in all content verticals.
- Creation of a strategy for developing SMS/MMS outreach and advertising, apps, etc. as needed.

Content Strategist / Managing Editor Role

This individual leads content development from concept through production and delivery for one or multiple properties for the business. The Content Strategist is responsible for assessing content opportunities and recommending content strategies that meet business goals and deliver excellent user experience. This person reports to the Leader of the COE, and works closely with all departments to develop and execute concepts and refine creative as well as technical direction across multiple projects. Responsible for the quality of content deliverables, Content Strategists manage copywriters and review/edit their deliverables as well as create original copy themselves.

Responsibilities:

- Provide content leadership on one or multiple content hubs: from initial concepts to wireframes, briefs, content decks, editorial calendars, style guides, and ongoing content curation.
- Create tagging taxonomy and/or hierarchy and apply across content properties in the business.
- Manage the content and copy approval process across all verticals
- Create a the creation and curation content calendar for refreshing content across all platforms that are managed by the COE
- Communicate clearly with marketing and communication teams on project objectives and deliverables
- Collaborate with internal teams to define and develop creative vision and strategy
- Analyze content opportunities and recommend strategies, interactions or approaches
- Provide level-of-effort and time estimates for project deliverables
- Lead the creation of information architecture and content architecture deliverables
- Create copy and/or mentor and manage copywriters in creating content deliverables
- Review and edit copy deliverables across multiple projects
- Work with designers in the creation of visual comps and other deliverables and review creative with an eye toward content communication
- Assist in the management of client expectations throughout project lifecycle to ensure consistency and quality in creative deliverables
- Oversee multiple projects and ensure content tasks are completed in a timely manner
- Assist in presentations to create buy-in for recommended strategies and solutions

A SPECIAL OFFER

If you've gotten this far, perhaps you'd like to go a bit further.

Let us know if you'd like us to come in and do an advisory or education for your team or your executives. Let's help you build your team.

Contact:

By Email: info@thecontentadvisory.net

Web Form (if you like those better): <http://thecontentadvisory.net/contact-us/>

Phone: 323-230-0243