



Complete Handbook for Building a High-Performing Content Marketing Team

Learn who you need to hire, how to find them, what they cost, and when to bring them on board



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When asked about the challenges of creating great B2B content, 65% of managers say lack of people (Contently).

Specifically, businesses tell me:

- They don't know where to find people
- They are scared to make the wrong hire
- They don't know how to budget for a team
- They aren't sure what qualifications they need to have
- They are perplexed about how to hire or how to qualify them

But yet, they are committed to content marketing so they:

- Hire an intern to handle social media
- Saddle the CMO with content strategy
- Use AI for logos and Fiverr for graphic design on ebooks
- Ask their blogger to also own the themes and content calendar

In other words, they put the wrong people in important roles, and try to save money. This is a staffing strategy built on wishful thinking and penny-pinching and will not drive ROI in your content marketing program. The truth is:

You can't create a powerful content strategy or develop great content without a village of talented, specialized people.

If you are committed to the success of your content marketing program, then it's time to look clearly at the roles you need and how to bring them onboard.

In the following pages, you will learn about who you need to hire, how to find them, what they cost, and how and when you would bring them on board. At the end of the guide, there are detailed job descriptions you can use to explain the job to colleagues and to recruit once you are ready.

The top 8 roles on a content marketing team

There are 8 key roles on the most successful content teams. Note that ‘roles’ doesn’t necessarily mean individual people. One talented person can cover multiple roles.

Content marketing strategist

This role is the center of the team. This person owns the content marketing planning and execution for your company. Without someone dedicated to this role – and only this role – it will be difficult for your program to succeed. This person will:

- Define your content strategy (goals, audience, topics, formats, measurement, and so on)
- Create high-quality content that accurately reflects the voice and tone of your brand
- Manage the writers and the processes to create deliverables
- Build your thought leadership program
- Work directly with the sales team and help them best use content in the sales process
- Update existing content to ensure it remains relevant and effective to your target audience
- Understand how to use technology such as SEO and generative AI tools
- Track content metrics and measure success

Arguably, this is also the most experienced and senior person on your team. They should have several years of experience in any of the other team roles, plus, ideally, content marketing management experience.

Salary range: \$75,000 - \$175,000 and beyond for someone with senior-level expertise

Hourly range: \$125 - \$250

Copywriter

Content marketing is a writing-intensive endeavor and high-quality writers are critical. This person is the engine behind your content strategy, producing content that aligns with your business goals. They have to know how to:

- Write content that connects with your target audience, per your specifications, and with your tone of voice
- Tell stories effectively and craft content that persuades your reader to take a specific step
- Write various content types such as blog posts, ebooks, emails, and landing pages
- Optimize for search with on-page SEO best practices
- Use generative AI tools to boost productivity and effectiveness

People with degrees in journalism or professional writing make great candidates.

Salary range: \$40,000 to \$85,000 and beyond for expertise in specific verticals

Hourly range: \$35 - \$85 and beyond for expertise in specific verticals



Editor

Editors and writers do not have the same skills. This professional is detail-oriented where a writer focuses more on concepts, clarity, and flow, and might not have the eagle eye to catch typos. The editor on your team will catch all those errors and find/fix any lack of clarity that can hurt your brand or confuse your readers. A strong editor:

- Fixes grammar and punctuation errors
- Makes sure your content aligns with your style guide
- Finds and fixes flaws in logic
- Notes things that are unclear
- Highlights problems with the structure
- Resolves issues with tone/voice

Salary range: \$45,000 - \$75,000

Hourly range - \$30 - \$65



SEO specialist

This person intimately knows the world of Search Engine Optimization. He/she uses research, analysis, and best practices to improve a website's ranking on search engines and drive more organic traffic to your site. Here are some of the primary duties for this role:

- Keyword research including search trends, competitive analysis, and keyword traffic
- Keyword strategy, such as determining what keywords to chase based on volume, intent, and keyword difficulty
- SEO Analytics and reporting using industry-standard tools like SEMRush or Ahrefs
- Understand the algorithms of the major search engines and keep on top of any changes

Salary range: \$45,000 to \$75,000

Hourly range: \$25 - \$75



Graphic designer

This creative professional will create appealing infographics, ebooks, and landing pages that are true to your brand, provide top-notch user experience, and display your content in the best possible way. Your designer will:

- Create visual content, such as logos, banners, infographics, ebooks, and social media graphics
- Use software like Adobe Photoshop to retouch and enhance images
- Create or maintain your brand identity in all your materials

Salary range: \$45,000 to \$75,000

Hourly range: \$25 - \$75

Social media strategist

For most B2Bs this role is now critical. Over 80% of B2B companies promote and distribute content on social media, so using it effectively is a must. This specialist will help you:

- Choose the best channels for your business from among all the possibilities like LinkedIn, Twitter, Pinterest, Instagram, YouTube, and now Threads
- Write posts and create content for each channel
- Manage a calendar of regular social activity
- Engage your buyers through commenting and sending DMs
- Use tools to plan and manage social media (like Hootsuite or Sprout)
- Dig into data to keep track of what's working and what needs improvement

Salary range: \$45,000 - \$100,000

Hourly range: \$45 - \$70

Project manager

These professionals make sure the work gets done. Most of the other roles on this list probably are not great project managers, and saddling any of them with responsibility for the program will distract them from their primary purpose. Great project managers:

- Create long- and short-term plans
- Drive deadlines
- Manage workflow and dependencies
- Assign tasks to specific contributors and keep those people on track
- Provide dashboards and reports for senior managers
- Run status meetings
- Manage budgets and resources
- Communicate, communicate, communicate

Salary range: \$75,000 - \$150,000

Hourly range: \$50 - \$100

Videographer

Video is one of the most popular content formats online today. Nearly 90% of B2Bs use video as part of their content marketing strategy. A videographer will:

- Create storyboards to plan the sequence of your videos
- Shoot, edit, and produce the videos

Salary range: \$55,000 - \$90,000

Hourly range: \$35 - \$65

Where and how to start

If you are launching a content marketing program, you need a content strategist on board asap. Start there. A good one will be able to create the strategy, write and manage processes, and should know enough about SEO and social to supervise those programs. A typical content marketer can't do everything, though a strong one can build your strategy, knows a bit about SEO, is a good writer, understands some aspects of social media, and can build your content calendar. He/she will be able to help hire the next team members.

And if you don't have the budget for a full-time content strategist hire, there are fractional content strategists who can help out, and then hand off the program to whomever you hire.

As you build your program, hire the supporting staff as contractors to start and hire them full-time as and when you are able.

Only you can figure out when you need full-time resources on your team based on the volume of work you plan to produce, the company's commitment to content marketing, expectations for results, and the level of specialization required to get the work done correctly.



How to find these resources

After you decide whether you need someone full or part-time, you will build a job description with job goals, job duties, and the qualifications/skills you are looking for. You can find job descriptions [here](#).

Then cast your net:

- advertise the open positions on your website
- post the job on LinkedIn
- promote the open role on your social channels
- post the jobs on websites such as the [tasquitos](#) marketplace for content marketers, [superpath](#), or even Upwork and Fiverr

That's all outbound.

So, you should also:

- search for the resources by job title on LinkedIn
- go to [peakfreelance](#), [bloggingpro.com](#), and [bestwriting.com](#) for writers
- ask for referrals from your network
- search the above job sites for contractors with the exact qualifications and specializations you may need and connect directly with them

Are degrees important?

Yes and no. Having a degree doesn't guarantee that someone is good at something, or that they know the tools you need them to. It does mean they've been trained in basic principles related to that discipline, such as the elements of design or approaches to writing narrative content. But also, a degree teaches people more than a trade or skill: it teaches them to think, analyze, and solve problems. At the end of the day, experience matters more, and a portfolio of work will help you assess whether they have the right experience or have been successful in past roles.

So, make a degree 'recommended but not required' on the job description, or state that equivalent professional experience can substitute for it.

Next Steps

The question of who to hire should be the first one for anyone who is serious about content marketing.

The wrong team structure slows down your content efforts, hampers your ability to generate leads and sales through content, and produces poor quality work. It also means you may be stretching people too thin and having them do work that a more specialized person could do faster and better.

The right team ensures that your content aligns with corporate goals and produces ROI in the most efficient and effective way.

Are you ready to build a productive, specialized content marketing team that drives ROI with relevant, compelling, and impactful content?



Globia provides expert content marketing strategy, precise editorial planning, and hands-on team management to create top-notch content that drives brand awareness and conversions.

Connect with me below to talk about how we'd grow your business with content marketing.

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