



Content Marketing Team Job Descriptions

Learn what each role is responsible for and what skills, education, and experience are required



JOB OVERVIEW

We are looking for a talented and creative Content Marketing Strategist to develop and implement content strategies that align with our marketing goals and objectives. You will own and manage the content calendar, write / review copy, manage other writers and agencies, own measurement, plan distribution and promotion, and assist in planning and executing campaigns.

JOB RESPONSIBILITIES

- Create and implement a comprehensive content marketing strategy to drive brand awareness, engagement, and lead generation across multiple channels
- Create, own, and manage the editorial calendar to cover all content types and themes
- Work cross-functionally across divisions such as product marketing, digital marketing, and sales to generate content that drives business goals
- Own buyer personas development, to align content with top-value buyers
- Create compelling and engaging content such as ebooks, blog posts, landing pages, nurture emails, solution briefs, videos and so on
- Review, edit and proofread the work of other writers
- Work closely with the directors to identify key messaging and positioning
- Conduct regular research and analysis to stay up to date with industry trends, customer insights, and competitive landscape to identify content opportunities
- Monitor and analyze data to measure the effectiveness of content marketing initiatives and optimize the strategy accordingly
- Manage the internal content team, our external digital agency, and any contractors
- Maintain and update our style guide as needed; be the go-to for questions on style
- Manage the content catalog and perform content audits to identify opportunities for improvement and reuse
- Own and manage promotion channels and distribution strategies
- Assist in defining and implementing SEO optimization strategy
- Advise and assist with strategy for top B2B social media channels such as LinkedIn
- Assist in identifying new content types and channels such as podcasting, livestreams, videos and so on
- Develop subject matter knowledge about our product and industry
- Maintain knowledge of generative AI technologies used for writing and apply AI tactics in content strategy and development

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in marketing, communications, journalism, or a related field and/or
- 5+ years of proven experience as a Content Strategist, Content Marketer, or similar role
- Proven track record of developing and executing successful content marketing strategies that drive business results

Soft skills

- Excellent writing and editing skills
- Strong project management and organizational skills
- Strategic, creative, and analytical
- Excellent communication and teamwork
- Strong problem-solving skills
- Detail-oriented

Technical Skills

- Knowledge of SEO tools such as SEMrush, Moz, or Ahrefs to analyze performance and/or conduct keyword research
- Ability to use Google Analytics or similar to measure website activity
- Familiarity with email marketing platforms (i.e., HubSpot) and social media management tools (i.e., HootSuite or Sprout)
- Knowledge of and proficiency with AI writing tools such as Jasper, copy.ai, Chat GPT and similar
- Familiarity with project management tools such as Asana, Monday.com or ClickUp

JOB OVERVIEW

We are looking for an experienced copywriter with exceptional writing and research skills to craft compelling and engaging blog posts, ebooks, infographics, emails, and landing pages. The ideal candidate must be skilled in crafting persuasive content that resonates with the target audience.

JOB RESPONSIBILITIES

- Write clear, compelling content such as ebooks, blog posts, landing pages, infographic text, solution briefs, and emails
- Maintain our brand's tone of voice in all materials
- Develop subject matter knowledge about our product and industry
- Understand how to find top keywords and use SEO best practices to optimize content for search engines
- Collaborate with cross-functional teams including product marketers and sales leaders to develop content and campaigns that drive specific goals
- Collaborate with subject matter experts to generate thought-leadership content
- Conduct thorough research to produce accurate and detailed content
- Align content with buyer personas and buyer journeys
- Collaborate with graphic designers and other team members to develop creative concepts
- Stay up to date with the latest content marketing trends, tools, and techniques, and apply this knowledge to enhance content strategies
- Seek and maintain an understanding of AI technologies and how they can be used to generate content

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in English, communications, or related field or equivalent experience
- 3+ of writing experience

Soft skills

- Exceptional communication skills
- Detail-orientation
- Time management and organizational skills
- Ability to manage multiple projects and priorities
- Strong teamwork and collaboration

Soft skills

- Expertise with SEO principles and SEO tools such as SEMRush, Ahrefs, and so on
- Knowledge of the AP Stylebook and Chicago Manual of Style
- Proficiency in Microsoft Office suite, and Google tools (Google Docs, google Drive)
- Knowledge of AI tools such as Jasper.ai, ChatGTP, copy.ai, Hemingway and Grammarly

JOB OVERVIEW

We are looking for an experienced editor to help drive the quality of our marketing content. The editor's responsibilities include making sure that content meets our brand's requirements, spotting any typos and grammatical problems, and making suggestions related to flow, structure, and clarity of thought.

JOB RESPONSIBILITIES

- Edit and/or proofread content such as ebooks, blog posts, infographics, emails, video scripts, infographic text, and solution briefs
- Assess documents for readability, clarity, and consistency and suggest improvements
- Ensure all content aligns with the company's style and brand guidelines
- Fact-check to maintain accuracy and credibility in published material
- Stay current on the use of AI tools used for editing and recommend new processes and tools to improve accuracy and efficiency

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in English, Journalism, Communications, or a related field or equivalent experience
- 2+ years of relevant experience

Soft skills

- Outstanding communication skills
- Detail-oriented and analytical
- Ability to manage multiple projects and priorities
- Strong teamwork and collaboration

Technical Skills

- Expertise with Microsoft Word and Google collaboration tools (Docs and Drive)
- Familiarity with AI editing tools such as Grammarly and Hemmingway
- Familiarity with SEO concepts and on-page SEO tactics

JOB OVERVIEW

We are currently seeking a creative Graphic Designer to translate conceptual ideas into compelling visual designs that communicate our brand's message effectively. You will be responsible for designing compelling visuals for marketing materials such as ebooks, banners, landing pages, and social images, aligning with the brand image and marketing goals.

JOB RESPONSIBILITIES

- Design layouts and create visual content such as ebooks, collateral, banners, infographics, social media graphics, and other digital or print materials
- Develop design concepts and ideas that align with project objectives and target audiences
- Ensure that all design materials adhere to the brand guidelines and convey a consistent brand message
- Own and be internal champion and go-to for the brand's visual standards
- Participate in the brainstorming and research for campaign execution
- Develop visual narratives and illustrations for various media, such as animations or presentations (storyboarding)
- Use software like Adobe Photoshop to retouch and enhance images, crop photos, and adjust as needed
- Maintain an organized library of design assets, templates, and resources for easy accessibility
- Stay updated on design trends, tools, and software to continually improve skills

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in graphic design, visual arts, or a related field (or equivalent experience)
- 3+ years of experience as a graphic designer with a strong portfolio showcasing a variety of design projects
- Experience with design systems and brand guidelines

Soft skills

- Strategic and creative
- Team-player with outstanding communication skills
- Research and problem-solving skills
- Detail-oriented
- Ability to manage multiple projects and priorities
- Strong teamwork and collaboration

Technical Skills

- A high level of proficiency using design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)

JOB OVERVIEW

We are seeking a skilled and results-driven SEO Specialist to play a pivotal role in improving our online visibility, organic search rankings, and overall digital presence. You will own on-page and off-page search engine optimization strategies, perform data analysis, and drive content optimization.

JOB RESPONSIBILITIES

- Implement effective SEO strategies to increase organic search rankings and drive targeted traffic
- Conduct keyword research to identify high-impact keywords, including competitor keywords
- Optimize on-page elements including meta tags, headings, content, and images to enhance search engine visibility
- Perform technical SEO audits to identify website issues
- Collaborate with content creators to make sure that all online content is optimized for search engines
- Work closely with web developers to implement technical SEO recommendations and enhancements. Recommend changes to the website architecture and design, content, linking, and other factors to improve overall visibility and conversion
- Identify and capitalize on link-building opportunities to improve domain authority and backlink profile
- Monitor site traffic performance using tools such as Google Analytics, Ahrefs, and SEMrush, and make recommendations for improvement based on data
- Maintain knowledge of SEO best practices directly related to ranking in Google Search
- Stay up to date with search engine algorithm changes and industry trends
- Collaborate with the marketing team to align SEO strategies with broader marketing initiatives
- Keep up-to-date with the latest SEO tools and technologies, suggesting and implementing new tools as needed

JOB REQUIREMENTS

Education and Experience

- 3+ years of experience as an SEO Specialist with a track record of improving organic search rankings

Soft skills

- Excellent communication skills
- Research and problem-solving skills
- Detail-oriented
- Ability to manage multiple projects and priorities
- Strong teamwork and collaboration

Technical Skills

- In-depth knowledge of search engine algorithms, ranking factors, and industry best practices
- Strong understanding of on-page, off-page, and technical SEO techniques
- Familiarity with a broad range of SEO tools such as Google Keyword Planner, SEOWind, Google Search Console, Moz, SEMrush, Ahref, etc.
- Understanding of and interest in AI technologies as related to the SEO space

JOB OVERVIEW

We are seeking a detail-oriented and experienced Social Media Strategist to help us shape and grow our brand's online presence across platforms such as LinkedIn, Twitter, Pinterest, Instagram, YouTube, and Threads. The ideal candidate has expert-level command of various social media platforms, an innovative approach to content creation and distribution, and a proven track record of driving engagement and reach.

JOB RESPONSIBILITIES

- Collaborate with cross-functional teams to develop paid and organic social strategies tailored to our target market
- Implement strategies to increase follower count, expand reach, and enhance engagement
- Ideate, pitch, and execute unique, engaging digital content that connects with our target audience
- Create engaging content, including written posts, graphics, videos, and infographics, consistent with our brand's messaging, voice, and values
- Manage content calendar, schedule, and publish posts across all our corporate accounts
- Respond to comments, messages, and mentions, maintaining the brand's tone and image
- Analyze social media performance metrics, provide summarized reports, and make suggestions for improvements
- Plan and execute paid social media advertising campaigns, monitoring and optimizing for ROI
- Stay current with rapidly evolving social media trends, algorithms, strategies, and features, and adjust strategies accordingly

JOB REQUIREMENTS

Education and Experience

- 3 years of proven experience in social media management and strategy development
- Bachelor's degree in marketing, communication, or a related field (or equivalent work experience)
- Strong personal usage of social media

Soft skills

- Strategic and creative
- Excellent written and verbal communication skills
- Ability to manage multiple projects and priorities
- Strong teamwork and collaboration

Technical Skills

- In-depth knowledge of major social media platforms including LinkedIn, Twitter, Pinterest, Instagram, YouTube, and Threads
- Experience working with social media management systems and tools such as Hootsuite, Sprinklr, Sprout, and Brandwatch
- Proficiency in graphic design and video editing tools is a plus

JOB DESCRIPTION

Videographer

JOB OVERVIEW

We are looking for a creative and detail-oriented videographer to capture, edit, and produce high-quality video content that aligns with our brand and marketing objectives.

JOB RESPONSIBILITIES

- Plan and execute video projects from start to finish, including pre-production, shooting, and post-production stages
- Collaborate with various teams to gather and understand project requirements
- Collaborate with the marketing and creative teams to brainstorm video concepts
- Operate and maintain video equipment, including cameras, lighting, audio devices, and editing software
- Capture high-quality footage using proper composition, lighting, and camera techniques
- Edit and enhance raw footage, ensuring seamless transitions, appropriate color grading, and audio synchronization
- Stay up to date with industry tools and trends
- Incorporate music, images, motion graphics, text overlays, and visual effects to enhance the videos
- Review and approve final drafts of videos before distribution, ensuring they align with brand guidelines
- Continuously improve video production workflows and streamline processes for greater efficiency
- Optimize videos for different social media platforms (specifically TikTok and YouTube), ensuring they meet the required specifications and guidelines

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in film production, multimedia, or a related field or equivalent professional experience
- 3+ years of experience as a videographer, with a strong portfolio

Soft skills

- Outstanding communication skills
- Detail-oriented
- Ability to manage multiple projects and priorities
- Strong teamwork and collaboration

Technical Skills

- Proficiency in operating video equipment, including DSLRs, mirrorless cameras, lighting setups, microphones, and gimbals
- Expertise in video editing software such as Adobe Premiere Pro, Final Cut Pro, or similar tools
- Working knowledge of editing software such as After Effects, Photoshop, and Illustrator

JOB OVERVIEW

We are seeking an organized and results-driven Marketing Project Manager to lead the successful execution of various marketing projects, including driving deadlines, communicating with all stakeholders, and managing budget and resources. The ideal candidate will have exceptional communication skills, a keen attention to detail, and a proactive approach to ensuring tasks are completed on time and within scope.

JOB RESPONSIBILITIES

- Develop detailed project plans, including timelines, tasks, and resource allocation
- Assign tasks to team members, set clear expectations, and ensure everyone understands their roles and responsibilities
- Use project management tool like Asana, ClickUp, Monday.com or similar to manage workflows, drive dependencies, and streamline execution
- Collaborate with stakeholders to align project goals, expectations, and outcomes.
- Monitor project timelines closely, proactively identifying potential delays and bottlenecks
- Assist in prioritizing projects and activities
- Receive requests for work and route them appropriately
- Manage reviews and approvals
- Facilitate effective communication among team members, stakeholders, and leadership through email, MS Teams chats/channels, Slack and/or status meetings
- Provide regular project updates, status reports, and dashboards
- Identify potential project risks and develop mitigation strategies
- Manage contractors and any external agencies
- Develop templates, analyze project processes, and assess workflow to identify areas for improvement
- Assist in the development of project documentation, including project plans, status reports, and presentations
- Monitor budget throughout the project lifecycle, identifying cost-saving opportunities
- Track project performance, share data, and make suggestions for improvement

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in business, management, or a related field (or equivalent work experience)
- Experience in the marketing disciplines of SEO, SEM, content marketing, digital marketing, social media marketing, etc.
- A minimum of 3 years of experience as a Project Manager in a marketing setting

Soft skills

- Ability to lead and motivate team members who are not direct reports
- Excellent verbal and written communication skills
- Strong analytical skills to identify challenges and develop effective solutions
- Ability to negotiate and mediate between conflicting interests
- Strong teamwork and collaboration

Technical Skills

- Proficient with project management tools such as Asana, Trello, ClickUp, Monday.com or similar platforms
- Proficient with industry digital marketing tools such as Google Analytics, AdWords, HubSpot, HootSuite, Sprout, and others



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