

Content Manager

[This example job spec/advert was compiled using the key Bookkeeper responsibilities and skills we see most often requested/listed on the Juggle platform.]

While in our experience the general/macro requirements of the role are transferable across different sectors and company sizes (and therefore the type of advert that attracts high-quality professionals is broadly the same), please read the text carefully, add your business-specific needs, and - most importantly - tailor the text to match the culture and values of your business.]

Schedule (part-time/full-time with flex etc)

Salary

(Length of contract if necessary)

Location city

We are looking for a talented Content Manager to join an innovative [type and rough size of your business]. Reporting into the Marketing Director, the Content Manager will be responsible for all written and visual content as part of the wider marketing strategy, ensuring the brand is best represented and promoted at all times.

Responsibilities

- Organising and managing content calendar and planning content well in advance
- Creating blogs, social posts, emails, video and thought pieces to generate awareness and leads
- Working with sales team to understand needs and create content that supports their initiatives
- Using social channels for lead generation and social listening

- **Creating reports on activity and results, with recommendations for improvement**

Background and Skills

- **Experience of B2B content creation**
- **Great writer ability and ability to create visually engaging content**
- **Good understanding of target audience engagement via different creative channels**