	<h1>Content Specialist</h1> <h2>Job Description</h2>	Document Number: JD-SS-13.05
	Department: Marketing	Effective Date: January 23, 2022
		Revision No 0

I REASON FOR EXISTENCE

Content Specialist supports marketing operations by planning, publishing and maximizing content for website, social media, and other marketing platforms.


II DUTIES AND RESPONSIBILITIES

1. Meeting with the creative, marketing, and design teams to ideate and define content goals.
2. Researching content and consumer trends to ensure that content is relevant and appealing.
3. Developing content strategies to effectively reach the desired target audience and marketing goals.
4. Creating content for a variety of platforms, websites, and social media.
5. Proofreading and editing content before publishing.
6. Ensuring that Search Engine Optimization strategies are effectively implemented.
7. Managing content calendars and ensuring that the content remains consistent across all platforms.
8. Coordinating with the marketing, design, and writing teams to ensure the timely delivery of assignments.
9. Tracking consumer and content analytics and generating reports and presentations.
10. Keeping up to date with content trends, consumer preferences, and advancements in technology.
11. Answering of Social media queries

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12. Other functions deemed needed by Marketing and Research Manager.


III QUALIFICATIONS:

- Bachelor's degree in Marketing and Sales Management
- Excellent communicator
- Proficient in Microsoft Office
- Good project management skills
- Sound understanding of the principles of marketing
- Ability to work within a budget
- Good business awareness
- Team player – works to ensure team goals are met or exceeded.
- Strong organization skills
- Energetic and goal driven
- Be able to operate under pressure and meet deadlines
- Creative and innovative.
- Good attention to detail
- Strong interpersonal skills – “love people”
- Self-driven and interdependent
- Strong and friendly personality
- Willingness to travel

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- Maintain a self-development program
- Presentable

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