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**Instructions**

This is the marketing job description template. You’ll need to make a copy of this document for your own use. (File > Make a Copy)

## CONTENT STRATEGIST

The content strategist works closely with interaction designers, visual designers, product and project managers to:

* Gather business and technical requirements
* Analyze user and business needs
* Define user requirements inventory and analyze existing content
* Write, edit, and proof content
* Develop and modify standards and guidelines
* Facilitating user-centered participatory design sessions
* Creating content strategies for large projects
* Participating in team meetings
* In addition, the content strategist works closely with business partners to consult on long-term and short-term online content strategies.

The responsibilities of the content strategist range from the highly tactical (sometimes making minor content corrections or updates) to the highly strategic (leading design teams or facilitating sessions with executive staff to discover creative solutions to business problems).

Qualifications:

* 5 years experience working in interactive design environments as content strategist, copywriter or related position
* Deep familiarity with user-centered design principles
* Superb communication skills: this means the candidate will be able to articulate clearly — verbally (in large group settings as well as one-on-one) and in writing — the primacy of the user-centered design as well as the specific contribution of the content efforts
* Experience creating content strategies and writing copy for public-facing websites
* Prior experience as an online content strategist/producer or directly related experience
* Excellent organizational and project management skills with experience managing multiple projects with competing priorities
* Strong knowledge of web development technologies
* Able to work independently, solve problems and translate complex business requirements into actionable project goals
* Good attention to detail with strong written & oral communication and presentation skills
* Bachelor's degree or equivalent required