



10 CONTENT MARKETING JOBS

Interested in working in content marketing? When starting your job search, consider the many different roles that exist in the field from content creation, strategizing, and management. Here are 10 different roles you can take:

Content Creators

1 **BLOGGER**

If you love writing, then this is the role for you! As a blogger you create written form content to help brands build authority and awareness.



2 **VLOGGER**

If you aren't a big writer, not to worry! Video blogging or production might be for you! Similar to bloggers, vloggers create original content but in video form. YouTube may be your *best friend* for this role.

3 **PODCASTER**

Don't like to be on camera? Podcasting might be right for you. Similar to vloggers, podcasters create content for their viewers with a conversational tone. Since its mainly audio (some podcasters record video), users can listen conveniently anytime, anywhere.



Brand Awareness

4 **COPYWRITER**

Are you great with words? If yes, then you'll definitely love copywriting. As a copywriter, you'll be responsible for creating attention-grabbing copy including slogans, jingles, scripts, and body text.

5 **EMAIL MARKETER**

"You forgot this in your cart!" is one of the messages produced by email marketers to get consumers to buy! Monthly newsletters and re-marketing messages are the types of content you'd produce in this role.

6 **SOCIAL MEDIA MANAGER**

Instagram, Facebook, Snapchat, and Twitter are just some of the platforms you'd be working with to distribute content. Its your job to map out when and what to share so that you can deliver the right message to your audience.

7 **SEO SPECIALIST**

Keywords and algorithms! It's your job to ensure that content is viewable and searchable in relation to your target audience's search query. After all, what's the point of content if no one can find it?

General Content Marketing Roles

8 **CONTENT MARKETING SPECIALIST**

A little bit of everything. A content specialist creates, writes, and maps content. This role also requires SEO knowledge and fluency in different social media platforms.



9 **CONTENT MARKETING MANAGER**

Shares the same responsibilities as the specialists but with more responsibility. In this role, you are leading the marketing specialist team to execute meticulously planned out strategy.

The important thing to remember is to try!, If you see a role that you're interested in, then go for it!

10 **CONTENT MARKETING DIRECTOR**

With great power, comes great responsibility. In this role, you are in charge of the whole content team. You are responsible for ensuring that the brand's vision comes to life through the content shared.

Job descriptions and research from: <https://blog.hubspot.com/marketing/marketing-job-titles-and-skillsets>

