

## ROLES AND RESPONSIBILITIES OF CONTENT PRODUCER

### 1. Content Strategy & Ideation

- Research topics in digital marketing, entrepreneurship, and public speaking
- Brainstorm campaign themes aligned with current courses, events, or collaborations

### 2. Content Creation & Production

- Draft blogs, email newsletters, social media posts (Instagram, LinkedIn, YouTube teasers)
- Work with the design team (or tools like Canva) to create visuals, infographics, and short videos

### 3. Video & Multimedia Support

- Assist in scripting or editing “Introduction to Digital Marketing” and course promo clips
- Collaborate with video editors or handle simple in-app edits for platforms like Instagram and YouTube

### 4. SEO & Publishing

- Optimize content using SEO best practices
- Format and publish posts—on website, YouTube channel, and other digital platforms

## **5. Analytics & Reporting**

- Track engagement and performance across platforms (IG, LinkedIn, YouTube)
- Compile reports and recommend content improvements

## **6. Community Engagement**

- Schedule and manage posts, respond to comments, and support community-building efforts
- Highlight co-curricular activities like internship awards, guest sessions, and soft-skills workshops

## **7. Collaboration & Branding**

- Coordinate with trainers and the “Train the Trainer” team to create instructor-led resources
- Ensure consistent brand voice—real, experiential, inspiring—for course promotions

## **8. Event & Campaign Support**

- Announce upcoming internships, certificate ceremonies, MoUs with colleges and corporate events.
- Create content around in-person events like the Spoken English Masterclass or Entrepreneurship sessions