Content Creator

**Industry Demand of Content Creator**

* The content creator field has been showing exciting growth, especially as more and more companies turn towards a content-based approach to marketing (through social media posts, videos, blogs, podcasts, etc.)
* Job prospects are excellent, especially for well-qualified candidates. It’s highly likely that demand will continue to grow as social media and online browsing becomes more and more popular, and as technology opens new doors for high-quality content
* They are able to work in almost all sectors that require digital marketing, like media outlets, colleges and universities, companies (usually in the advertising and marketing industry) and even government
* Others are self-employed and work on different platforms like YouTube (Youtubers) or Instagram (Selebgram) or TikTok (Selebtok/TikTok Celebs) or blogs (Bloggers).

**Salary (Range)**

* Entry Level Salary in the United States: $43,000/year
* Mid Level Salary in the United States: $77,000/year
* Entry Level Salary in Indonesia: $54,000,000/year
* Mid Level Salary in Indonesia: $96,000,000/year

For self-employed content creators, the salary will vary depending on how large their following is.

**Core Tasks**

* Research on industry-related topics to learn more about the current trends and developments
* Create various content types (videos, articles, infographics) with relevant tone and style, adhering to the respective style guides
* Create and distribute marketing copy to advertise the company and products
* Utilize various digital publishing platforms to create structured drafts
* Target content to specific audiences and focus on trending topics
* Incorporate blog and social media posts in both websites and social media platforms like Facebook or LinkedIn
* Conduct keyword research and employ SEO best practices to optimize content
* Analyze web traffic to measure the success of the content (e.g. conversion and bounce rates)

**Working Conditions**

* They work in front of a computer in an office setting and they usually work in a team (marketing or creative department).
* For self-employed content creators, their working conditions depend on the content they make and the platform they are on (Ex: Food reviewers often visit different restaurants).

**Skills Required**

* Hands-on experience with Content Management Systems (WordPress, Joomla)
* Excellent writing and editing skills in English
* Time management skills
* Knowledge of SEO and keyword research
* MS Office and design software (Illustrator, Photoshop, InDesign, etc.)
* Ability to fact-check long content pieces and attention to detail
* Videography (for YouTubers)
* Creativity and knowledge of how to create strong, engaging content

**Career progression data**

* Earn a bachelor’s degree in a Marketing, Mass Communication, Journalism or a relevant field and gain experience while in the university
* Start out as an entry level content creator and after 3 years, progress into a senior content creator or a specialist
* After 5 years, advance into a managerial or supervisory position such as Head of Content
* Content creators who work alone can start producing content while in the university and grow their audience

**Possible University Major**

Content creators who work alone can study in a variety of fields, however those who are employed by a company can take:

* Marketing
* English
* Journalism
* Mass Communication

**School subjects required**

* Computer
* Creative writing