**following skills and experience:**

* A bachelor’s degree in [journalism](http://contentmarketinginstitute.com/2015/03/hiring-journalist-content-marketing/) or communications with at least three to five-plus years of experience in developing content for multiple channels
* A passion for [social media](http://contentmarketinginstitute.com/2014/12/analysis-social-media-content-trends/) and understanding of user behavior and expectations in social channels
* Demonstrated excellent verbal, written, presentation, and interpersonal communication skills
* Knowledge and understanding of content management and [publishing](http://contentmarketinginstitute.com/2013/12/b2b-content-marketing-beyond-random-acts-publishing/) procedures
* Basic technical understanding of CMS, databases, and publishing software
* Familiarity with [SEO](http://contentmarketinginstitute.com/2015/04/seo-content-tools-tips/) content strategies
* Familiarity with [marketing automation](http://contentmarketinginstitute.com/2014/01/marketing-automation-maximize-content-roi/), and lead-nurturing programs and software
* Ability to interact and maintain good working [relationships within a team](http://contentmarketinginstitute.com/2014/10/how-to-create-cross-functional-team-synergy-for-content-marketing/), including presenting findings and recommendations
* Ability to take initiative and proactively seek opportunities, identify gaps, and recommend ongoing improvements in how [content can be managed](http://contentmarketinginstitute.com/2013/03/expert-tips-managing-content-marketing-process-video/).

**This role’s responsibilities included:**

* Write and edit clear and consistent content across [earned, owned, paid, and social media](http://contentmarketinginstitute.com/2014/10/paid-advertising-b2b-content-marketers-share-insights/) for a variety of digital tactics, including emails, landing pages, websites, microsites, social networks, mobile, banners, paid search, lead nurturing programs, etc.
* Assure quality of all content deliverables and use of a [consistent voice and tone](http://contentmarketinginstitute.com/2015/03/consistent-brand-voice/)throughout all digital channels and assets
* Collaborate closely with the marketing department in the development of content strategies
* Manage daily content and [content calendars](http://contentmarketinginstitute.com/2014/11/content-marketers-checklist-editorial-calendar-essentials/) for social channels
* Apply [SEO best practices](http://contentmarketinginstitute.com/2014/11/seo-checklist-15-steps-optimize-content-marketing-plan/) in the development of website content to create sites that feature strong keyword usage and are highly relevant to potential search queries
* [Write](http://contentmarketinginstitute.com/2015/05/write-pro-content-niche/) dynamic web and ad copy – the stuff that converts like gold