

## **Content Creator Job Description**

### **Job Overview**

As the content creator, you will be responsible for creating, reviewing and editing content for the company which will be published in the company's websites and social media pages. You will also be responsible for researching on the key SEO terms and implementing them in the content to gain maximum exposure. Moreover, creators are expected to work simultaneously with the marketing team to maintain consistency between marketing campaigns and content published. Candidates will also be required to brainstorm and suggest newer ways and platforms to increase their current customer segment and increase the target market.

### **Job Duties for Content Creator**

Here is a list of the duties for which a content creator will be responsible:

- Work with the marketing department to get and understanding of the short term and long term marketing targets and then develop content strategies accordingly
- Creating content which will catch maximum customer interest
- Writing and reviewing content for websites, social media pages and public communications
- Optimize Search Engine Optimization driven content and increase the site traffic
- Collaborating with the content and marketing team to decide the brand taglines, logo and other promotional material
- Measuring and monitoring company website and social media traffic statistics
- Monitor the increase in traffic due to new content and take actions accordingly to improve the traffic metrics
- Brainstorming and suggesting new ways to improve the traffic by tapping into new platforms and channels
- Ensure that the content is compliant with the copyright and data protection laws
- Maintain consistency in content and ensure alignment with the brand history and plans
- Identify customers needs in relation to the company and write content to cater those needs
- Update the website, social media and content pages periodically
- Conducting research on the key SEO terms and incorporating them into the content to achieve maximum viewership

### **Content Creator Salaries**

- The average salary for a content creator is USD 3,200 per month. Salaries start from USD 2,500 and go up to USD 3,500.
- The salaries vary over geographies, responsibility portfolio and company and operations size and the candidate's previous experiences and success of marketing projects.

### **Content Creator Job Qualifications**

Here is a list of the qualifications which hiring directors across the globe look for while hiring a content creator:

- A Bachelor's degree in communications, english, journalism, literature, marketing or other related fields
- Experience as a content creator in prior roles creating strong and engaging content
- Understanding of SEO best practices
- Prior job experience in web traffic metrics, HTML and web publishing
- Proficiency with content management systems and analytics softwares
- Excellent writing, proofreading and communication skills
- Detail oriented work style with good time management and organizational skills
- Knowledge of various analytics platforms

### **Content Creator Job Skills required**

Here is a list of few skills which will be helpful in the daily functioning as a content creator:

- Excellent written and verbal communication skills as well as organizational skills
- Skills to get into the details, proofread and edit content before publishing
- Ability to match up with fast paced work life
- Excellent IT skills
- Proficiency with Microsoft Office suite, specially excel and powerpoint
- Ability to work efficiently maintaining high quality and accuracy
- Goal oriented and customer oriented
- Multi-project management skills, adhering to timelines and performing under pressure to achieve the targets
- Ability to attention to detail along with a creative mind
- Developed team working skills to collaborate with various departments and work in alignment with them
- Ability to maintain consistency in their content writing
- Ability to understand and cater to the needs of customers and discover the potential markets for the company
- Excellent time management and planning skills to ensure meeting deadlines
- Have an understanding of UI/UX design
- Having an analytics mindset to analyse what type of customer are attracted to what content and then analysing a target market
- Ability to communicate the message in simple and beautiful language which will attract audience
- Content creators should publish new contents periodically at a steady pace

### **What to expect as a Content Creator**

Here's what it's like to be a content creator:

- You will need to research and write contents, develop the branding strategy of the company and maintain that throughout the content so consistency is the key
- As a content creator, you will have normal working hours
- One should develop IT skills, specially SEO skills where content is most necessary
- Due to multiple projects running simultaneously, the candidate will have to work on strict deadlines and multitask continuously.
- Creators are expected to keep themselves the type of content customers demand and fulfil them

