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A Merkle Company

Job Description

Position

Content Manager

Reports to

Senior SEO Manager

Location

NSW/VIC/QLD/WA

Works with

Columbus: Content team, Core team, Performance team, Experience team, Data team

Dentsu Aegis: Account Managers, Client Leads

Role overview

The Content Manager is responsible for leading client workshops, creating strategy documents, audience mapping, briefing the creative lead, overseeing the measuring and reporting of campaign success, and supporting the informational needs of the wider team.

This role is not purely social media or web only content, but an audience-led approach to all digital touch points including SEO, display advertising, UX, influencer outreach, and mobile technology while understanding the core factors that increases CTRs and audience engagement.

As a guide, the role is 60% strategy and consultancy; 20% client and team management/communication and 20% implementation.



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Roles & responsibilities

Work with your team to deliver best-in-class content services

- Create & implement end-to-end content strategies, encompassing all relevant content products, using effective workflow techniques across projects in order to meet deadlines, manage workloads to a very high quality.
- Drive strategic content solutions where possible leveraging first, second and third party data to improve business results
- Understand clients' business challenges they face and align with client leads to drive tangible business outcomes
- Recommend & agree clear, tangible content and website KPIs to clients
- Work with the SEO team, client servicing teams and Columbus Core ensuring the strategy and planning process is adhered to

Stakeholder and team management

- Effectively manage a team of content specialists ensuring a high standard of work at all times
- Collaborate with internal teams ensuring content results are articulated and communicated with key stakeholders
- Collaborate and organise internal teams to formulate strategies and uncover new opportunities for clients
- Plan and allocate team resource across client portfolios
- Identify areas for development and put in place clear plans to help you and your team achieve their development goals and career roadmap within Dentsu Aegis Network.
- Staff performance reviews to be conducted on-time with clear guidance around KPIs

Deliver results

- Ensure client results are at the forefront of developed strategies
- Deliver insightful client reporting with clear actionable insights, recommendations and competitor analysis



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The ideal candidate's experience

- 4+ years' experience in a content focused or strategy role
- Proven track record of managing & developing successful content campaigns
- Knowledge of connecting digital earned, owned and bought strategies
- Solid understand of Public Relations and earned media tactics
- Industry experience in the digital space with a primary focus on content and audience development with a firm understanding of account management and data analysis
- Comfortable with main web analytics tools and analyzing data to derive insights

The ideal candidate's personality

- Demonstrable high levels of professional maturity, self-confidence, passion, energy & positivity
- Demonstrable cross-team negotiation & people management skills
- Excellent prioritisation, time management & organisational skills
- Sharp strategic, analytical and creative problem-solving skills
- Adaptable - to changing business & client conditions