



Job Title: Content Strategist

Work Schedule: We cannot guarantee a specific number of work hours per week; however, current estimates call for 5 - 20 hours a week. Your work schedule can be flexible, as long as you meet all job responsibilities and attend regular virtual meetings as needed during normal business hours.

Job Classification: Non-Exempt

This job reports to: Melissa Roberts Tims, Chief of Staff

Primary Location: Remote Position

About Tangible:

We are a Customer Experience (CX) research, strategy and design firm. We help Fortune 500 and emerging brands design, build, sell and support products and services that people want to use

Content Strategist Responsibilities:

Tangible's Content Strategist oversees the success of content initiatives. They collaborate with cross-functional teams to quickly understand complex content needs and address them with creative and user-focused solutions that meet business objectives. It is a multidisciplinary communications role that is responsible for ensuring that the right content is served to the right audience, at the right point in their user journey.

Responsibilities include:

Content strategy

- Determining projects' overall content requirements and potential content sources
- Gathering, auditing and analyzing existing content relevant to project requirements
- Collaborating with project stakeholders to examine and analyze the content ecosystem-internal and external factors that impact the content
- Ensuring that the team aligns on content objectives, assumptions, risks, and success factors
- Working with content design team to ensure content strategy is understood
- Shepherding content through the creation process to ensure it is on strategy
- Developing content strategy tailored to specific project needs to meet client business objectives and user needs. The strategy can include governance (who creates what), workflow for content production, sourcing resources, as well as identification of what content should be published where and when. A content strategy can also be a messaging document that includes voice and brand guidelines



- Developing content-specific user personas and journeys, competitive analysis, content audits and resulting inventory, content analysis, workflow analysis, gap analysis and editorial calendars
- Staying current with industry best practices and understanding how to correctly apply them

Client-facing content development

- Developing original content and/or overseeing creation of content including:
 - Blogs
 - Videos
 - Social media
 - Emails
 - Web
 - Print material

Research

- Working along with research team, and at times taking the lead, to ensure that user research, marketing research, user testing, stakeholder/customer/subject matter expert interviews, and focus groups deliver the insights needed to develop the content strategy

Skills & Abilities:

- Deep passion for ensuring that user needs are balanced with business goals in content development
- Strong sense of curiosity: ability to identify opportunities for research and conduct people-centered research activities
- Excellent facilitation skills: public speaking, pitching, and presenting ideas
- Strong collaboration skills – works effectively as part of a virtual team or in person
- Strategic thinker and problem solver who can identify opportunities for improvement in content development by asking questions, researching, and implementing solutions
- Self-starter who can work independently without a lot of supervision
- Can prioritize concurrent projects and manage time effectively
- Can work well under pressure and time constraints
- Quick learner who can pivot and adapt as client needs change
- Thorough and organized, with outstanding attention to detail
- Willing to receive constructive criticism and make changes based on feedback
- Ability to keep sensitive client and agency information confidential at all times

**Experience:**

- Must have at least 2-3 years' experience in content strategy-related areas (content design, planning, and execution)

Education:

- Bachelor's degree in the marketing, communications, or UX field or equivalent experience in the industry

Essential Mental/Physical Functions:

- Sit or stand for extended periods of time using a computer or phone
- Work alone or with others virtually or in an office environment
- Travel may be requested or required based on client needs

Required Equipment/Software:

- Tangible provides licenses for the following, as needed:
 - Google Workspace (email, Files, Docs, Sheets, Slides) and Google Classroom
 - Harvest time-tracking software
 - Slack, Teamwork, or other team collaboration software
 - Microsoft Office (Word, Excel, and PowerPoint)
 - Apple Keynote
- Personal equipment (computer, phone, other; e.g., tablet) is provided by each employee. Some client engagements will require the installation of key VPN and/or other software.

We believe in equity in the workplace.

Tangible is committed to telling diverse stories, reflecting our diverse audiences, and drawing from diverse experiences and perspectives. Tangible is an equal opportunity employer and values equity and inclusion.