

## Content creation career path

**LVL1**

### Junior Content Producer

Work with wider team to develop, implement and produce content plans. You will conduct research keeping up to date with important topics and industry trends ensuring relevant content is produced while recruiting relevant speakers. Work closely with marketing to ensure marketability of programs.

**LVL2**

### Content Producer

Work with wider team to develop, implement and produce content plans for both established and new events. Conducting in-depth, market research to identify potential topics, current trends, possible speakers. Propose ideas for and deliver a variety of content marketing pieces to support the promotion of your events. Sponsor liaison, ensuring quality of speakers provided suits event needs.

**LVL3**

### Senior Content Producer

All of the above, as well as management of budgets including speakers fees and expenses. Build your network of future speakers. Write comprehensive, market-driven agendas. Proof reading of all marketing materials related to the event making necessary amendments. Ensure timely delivery of all event content and create new formats and features. Travel to events to manage and provide on-site support in a professional, customer service-oriented manner.

**LVL4**

### Content Director / Head of Content

Lead and manage the content teams as they plan, develop and deliver on brief, budget and deadlines. Ensure all collateral is in place and accurate. Coach, mentor and lead your team with clear direction ensuring targets and deadlines are met. Liaise and collaborate closely with other divisions within the business to execute efficiently on the content development, audience development, promotion and successful implementation of the event.

#### Key traits for content creation roles:

Strong communication skills, curiosity, distinctive tone of voice, analytical skills, understanding of demographics, creativity, social media buff, research skills, knowledge of branding, technical skills, attention to detail.