

Name of the professional figure
Chief content officer
Where it works
This professional figure works under the direction of the Marketing executive.
The activities
<ul style="list-style-type: none"> • Responsible for producing material for dissemination on several digital channels. This includes text, audio, and video content. • Crafting editorial strategies linked with the company strategy and promoting the organisation's mission and vision. • Oversee all marketing and communication content across multiple platforms and supervise writers to ensure the content is created according to the organisation's brand
Qualifications
This figure demands college degree, ideally marketing, communication, public relation or language majors.
Technical skills
<ul style="list-style-type: none"> • Be able to analyse market data to assist with developing the content plans; drafting and implementing content strategy; liaising with public relations, marketing, IT, and customer services to ensure consistency in the brand message. Moreover, the chief content officer • The experience of participating in marketing projects is equally as crucial as academic knowledge. • Skills in report writing and presentation. Additional skills in content creation and design are required
Computer and linguistic knowledge
This professional position requires an excellent command of the English language (both written and spoken). Additionally, he must have expert-level computer abilities to utilise specialised media and social network tools (design, content writing, etc.).
Personality and availability
This figure requires the ability to organise one's own and others' work, work in groups, and solve problems. He must be self-disciplined and highly detailed in his marketing and advertising campaigns. Creativity is in high demand. Both an analytical and imaginative attitude are required of him. Additionally, the capacity to be self-motivated and enthusiastic is essential. He must also be willing to work overtime and weekends.