

Content Marketing Manager In Netflix – Job Card – Job Change For Freshers

Hiring organization
Netflix

Job Location

India
Remote work from: IND

Date posted
February 22, 2024

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Valid through
31.08.2024

Base Salary

USD 18 - USD 25

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Qualifications

12th/Graduate

Employment Type

Full-time

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Description

Content Marketing Manager

As a Content Marketing Manager at Netflix, you'll be the driving force behind engaging content that amplifies the reach and impact of our original programming. You'll work closely with cross-functional teams, from creative and editorial to social media and data analytics, to develop and execute strategic content campaigns across various platforms. Your creativity, data-driven approach, and understanding of the evolving digital landscape will be crucial in capturing the hearts and minds of our global audience.

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Netflix Jobs Near Me

Responsibilities:

- **Develop and execute data-driven content marketing strategies** for assigned Netflix titles, considering target audiences, trends, and platform-specific best practices.
- **Craft compelling written content** in various formats, including blog posts, social media captions, website copy, and email marketing campaigns.
- **Collaborate with creative teams** to develop engaging visuals and multimedia content to support campaigns.
- **Stay abreast of industry trends and best practices** in content marketing, social media, and audience engagement.
- **Analyze campaign performance** and use insights to optimize future strategies and content creation.
- **Work cross-functionally** with other marketing teams (e.g., social media, creative, brand) to ensure consistency and alignment.

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Netflix Careers

Skills:

- 5+ years of experience in content marketing or a related field.
- Strong writing and editing skills with the ability to tailor content for different audiences and platforms.
- Proven track record of developing and executing successful content marketing campaigns.
- Deep understanding of SEO, social media marketing, and content analytics.
- Excellent communication and collaboration skills.
- Passion for Netflix content and a strong understanding of the entertainment industry.
- Ability to work independently and manage multiple projects simultaneously.

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