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Thanks, James Deer & Peter Legierski.

Content Director job description template

Matching with the right candidate is tough, and it's competitive. The best people are always in high demand, and talent grows all over the world.

Job descriptions are key in attracting the perfect candidate from the start, to avoid wasting time, position the company as a great place to work, and show some personality.

But that doesn't mean they are easy to write. It's difficult to get it concise, but also ensure you've got everything covered, made the content unique and true to brand, high-quality and attractive to potential candidates.

If you need to write a Content Director job description, use our template covering key sections and conventions to include, with examples from and [Headspace](#) and [Lego](#).

Job title: Content Director (+ department/team, focus)

The job description title is your first chance to stand out. Add extra specifics beyond 'Content Director' if you can, such as the job location, department, employment type and hours.

Lego example:

Content Director, Denmark, Billund, South Denmark, Marketing (English language)

Introduction

Get to the point quickly, focusing on what they'll be working on, the kind of team they'll be working with, and the type of person the company is after. Don't get bogged down in minute details here.

If you can, you should include the company's wider aims and mission to inspire and engage candidates.

Headspace example:

As Headspace continues to expand beyond our core business of guided meditation, we are producing different kinds of content in an effort to meaningfully connect with more audiences and improve the health and happiness of the world. As we expand to become a truly global brand, it's important that we maintain the level of excellence in content for which we are famous. The role of the Content Director will lead the content creation process in multiple countries beyond the English-speaking world.

The ideal candidate is an expert in creating world-class digital content. This person will be highly collaborative, detail-oriented and a strong communicator, working cross-functionally with internal stakeholders to maximize efforts and with our Head of Content on strategic vision, budget tracking and resource allocation. To be successful, this Content Director should be comfortable in ambiguity, enjoy problem solving, have a POV and a clear creative vision.

Lego example:

Do you want to work with digital content management for one of the strongest brands in the world?

Bring your strong leadership skills as well as your creative approach into play to ensure that LEGO® products are exciting and engaging for both children and adults around the globe through outstanding content!

Role specifics

This section should be a list of the main responsibilities of the job. You don't have to get extremely granular. Use broad strokes, but make sure to cover everything.

Lego example:

Core Responsibilities

As the director of editorial and content you will be responsible for leading the editorial and content strategy and teams across the kids and family digital ecosystem.

- *Lead innovation and best-in-class editorial and content strategy and implementation throughout the LEGO® digital ecosystem touchpoints. Owns the Editorial and Content strategy for Kids, Cross Audience and Family Engagement (KECAFE) initiatives across LEGO® ecosystem, within the Digital Consumer Engagement Division.*
- *Drive reach, reputation and revenue through ongoing engagement within and kids' and parents' digital touchpoints in the ecosystem, aiming to delight recruit and retain audiences.*
- *Deliver on the KPIs, metrics and standard methodologies of the Editorial and Content strategy, accountable for the reach, revenue and reputation.*
- *Mentor and lead the content department to be leaders in the KECAFE narratives.*
- *Influence alignment and collaboration with other editorial & content-led teams across the LEGO Group e.g. Social Media, The LEGO Agency, Inbound Licensing and Entertainment.*
- *Be the point of contact for editorial storytelling across Kids and Family engagement.*
- *Contribute to the business expertise and knowledge on owned channels kids and parents content and editorial strategy*

Play your part in our team succeeding

As the Editorial and Content Director you are uniquely placed within the Product and Marketing group to provide a center of excellence and a deep understanding of the innovative and relevant content demonstrate our owned kids and family channels.

With a focus on quality, innovation and efficiency, you ensure the best solutions for stakeholders.

Experience

This section should list the experience and skills you expect from a candidate. It can be useful to clarify what is essential and what is desirable to avoid putting potentially good candidates off. Most have key areas such as:

- Key skills
- Personality traits / attributes
- Qualifications
- 'Nice to haves' or 'bonuses'

Lego example:

Do you have what it takes?

- *To thrive in this position, you love working in the area, where creative ideation meets execution excellence. Being an awesome leader and teammate you easily communicate to partners, involving your colleagues across functions.*
- *Minimum of 10 years experience in editorial and content leadership role within in a media and interactive landscape*
- *Minimum of 10 years experience working within or with a marketing organization*
- *Hands on experience and expertise in one or many content production areas of copywriting, video and/or interactive media*
- *Previous experience working in a large matrixed organization*
- *Excellent level of English both verbal and written*

Company information

What the company does

This section is where you talk about what your company does and why it's such an amazing place to work. And what you can offer the candidate.

Try to keep the information concise and relevant, and include a link to your site so that a candidate can get more general information.

From Headspace's job description:

Say hello to Headspace

Founded in 2010 by Rich Pierson and Andy Puddicombe, Headspace was created with one mission: to improve the health and happiness of the world. And with more than 30 million users in over 190 countries, we're well on our way. Headspace offers hundreds of guided meditations and exercises on everything from stress to sleep and is consistently among the top-ranked Health & Fitness apps on iTunes and the Google Play Store.

Diversity and inclusion statement

A section still woefully lacking in many descriptions today, your diversity and inclusion statement is a chance to clearly outline the action you've taken on in this issue and how you've ensured your company is a safe place to work for all.

Not only does this put potential candidates at ease, but it means you'll get a far better pool of candidates too.

It's also important to not only have a diversity and inclusion statement, but also embed and weave this into your job description. Diversity and inclusion shouldn't be a tick-box exercise. Be clear through the language you use (e.g. being careful with gendered language) and have personality to it, rather than it being just stuck on as a generic statement at the end.

Headspace's statement:

How we feel about Diversity & Inclusion:

Headspace is committed to bringing together humans from different backgrounds and perspectives, providing employees with a safe and welcoming work environment free of discrimination and harassment. We strive to create a diverse & inclusive

environment where everyone can thrive, feel a sense of belonging, and do impactful work together.

As an equal opportunity employer, we prohibit any unlawful discrimination against a job applicant on the basis of their race, color, religion, gender, gender identity, gender expression, sexual orientation, national origin, family or parental status, disability, age, veteran status, or any other status protected by the laws or regulations in the locations where we operate. We respect the laws enforced by the EEOC and are dedicated to going above and beyond in fostering diversity across our workplace.*

**Applicants with disabilities may be entitled to reasonable accommodation under the terms of the Americans with Disabilities Act and certain state or local laws. A reasonable accommodation is a change in the way things are normally done which will ensure an equal employment opportunity without imposing undue hardship on Headspace. Please inform our Talent team if you need any assistance completing any forms or to otherwise participate in the application process.*

What you can offer - culture, perks, benefits etc.

It's also important to talk about what else you can offer potential candidates. While you might offer standard benefits like free drinks and discounts, think about deeper benefits that people might want such as healthcare and company culture.

Example from Headspace:

Some of the perks include:

- *Unlimited vacation*
- *Catered lunch*
- *Fully paid health care*
- *Competitive salaries*
- *Free gym membership*