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Building effective customer experiences with efficient content operations

One of the biggest problems organizations face today is how to manage and coordinate large amounts of content across divisions. If only they could reduce inefficiencies they would be able to spend less on content creation, gain authenticity at scale through marketing automation, implement personalization that engages their audience, and have greater brand messaging consistency.

This is a problem I can help solve by coordinating the people, processes, and technology to build efficient content operations. The result is content that supports the customer experience across platforms, devices, channels, and products--true omnichannel publishing.

Imagine adding content operations capacity to your organization. Not only building a website, product, brand, or campaign, but giving people the capabilities they need to sustain that investment. One agency added over $400,000 to an existing engagement to solve their client's content governance problem that showed up in an enterprise-wide CMS migration. Whether you are saving money or increasing your revenue by a comparable amount, it's valuable. And it will yield a huge return on investment by making sure you don't end up in the same place again.

Maybe this person is a "VP of Content" or "Managing Director of Content Operations." Whatever you call the job title, it would involve responsibilities such as:

- Be part of the strategic planning for the company to achieve its vision of a collaborative culture
- Contribute to business development efforts
- Collaborate with all teams to connect their expertise to deliver more efficient and effective content as part of the overall customer experience
- Facilitate workshops to identify problems and create products that solve problems
- Ensure all projects have measurable goals and that the outcomes are measured
- Create and oversee implementation of a roadmap for increased capabilities
- Lead and nurture individual team member development

Content is too important to continually outsource. It is core to any business. You want someone who has these skills to add content operations to your menu of services and capabilities:

- Performed research into how organizations are implementing content strategy such as the *Association Content Strategies for a Changing World* study, including the Association Content Strategy Maturity Model, published by the American Society of Association Executives (ASAE) Foundation in 2019.
- Wrote the book on a framework for making content ready for the next wave of platforms and devices. Something like, *Designing Connected Content: Plan and Model Digital Products for Today and Tomorrow*, published by New Riders in 2018.
- Have at least 20 years of experience leading cross-disciplinary teams as an employee and as a consultant, addressing the challenges faced by every company, non-profit, association, and higher education institution in the digital era.
- Able to train people to build skills to create content that empowers, guides, educates, informs, inspires, or converts. Have a set of courses in content design, content modeling, content operations, and information architecture that prepare people for the needs of today and the opportunities of tomorrow.
- Facilitate sessions with stakeholders to help organizations get the most out of their investment in their content, websites, and digital products.
- Manage up, down, and sideways to create shared understanding and mutually beneficial decisions.
- Brings a methodology that harnesses the power of strategic insights. Similar to this:
  EXPLORE - uncover intent and look at adjacent domains for opportunities
  COLLECT - Scan the business and look at who is getting the customer experience right
  CONNECT - Use modular parts to adapt, remix, and reuse and let the customer journey drive business transformation
  EXPAND - Build scalable capacity through training and technology optimization
- Be a forward-thinking, envelope-pushing leader.
    - Have a blog that has been read and shared by thousands of design, content strategy, user experience, and content management professionals.
    - Appear as a guest on numerous podcasts and lead workshops and presented at events from Seattle, Washington, to Lisbon, Portugal, and lots of places in between and beyond.

- Guest lecture for undergraduate and graduate courses in user-centered design and content strategy.

You want someone to help everyone in your organization participate in creating flexible, extensible, scalable, and efficient content ecosystems to support omnichannel publishing and audience engagement.

If you are ready to take the lead in operationalizing content strategy by hiring a head of content operations, let's talk. Send an email to carrie@tanzenconsulting.com and we'll find a time that works.