



Job Description

Designation : AEM Content Strategists
Location : New Delhi – Jasola District Centre
Company Website : www.tlcgroup.com ;

Job Description

1. Manage global content strategy, including strategic planning, analysis, and governance
2. Develop a content model for the company's web properties
3. Develop and manage taxonomies that meet the needs of a large, diverse set of products and businesses in order to improve navigation and site search.
4. Perform detailed content audits of all digital assets across multiple sites
5. Define metadata schemas
6. Define content models for CMS components
7. Oversee content production guidelines
8. Help define content and digital governance standards
9. Optimize site search functionality to improve content findability
10. Define content mapping from current to new site structure
11. Work with Digital/SEO team and agencies to incorporate organic search considerations into content strategy
12. Serve as an advocate and thought leader for effective content strategy
13. Perform quantitative and qualitative research, gap analysis, and competitor research
14. Participate in user testing and user research
15. Develop metrics for content measurement.

Desired Skills

1. Bachelor's degree
2. 3 - 5 years of relevant content strategy experience
3. Strong expertise working with an enterprise CMS (Specifically Adobe AEM)
4. Proven content modeling skills
5. Expertise in taxonomy design

6. Strong understanding of digital content, information architecture, and content management technologies
7. Content auditing/inventory experience
8. Understanding of analytical data and its role in content strategy design
9. Excellent verbal and written communication/presentation skills
10. Independent problem solver
11. A strong sense of integrity, work ethic, and positive attitude
12. Prior experience with large-scale content/site migration
13. Experience with Adobe Analytics
14. Project management experience
15. Lead generation experience