



**LOOK
INSIDE!**



How-to

Build Your Content Marketing Dream Team



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INTRODUCTION

The dream team. It's a phenomenon on and off the court, the greatest group of people ever assembled. You know you want it. Your company needs it.

But how do you get it?

This how-to guide explains how to identify the key hires you need to get your content marketing dream team started (Spoiler alert: there are only two primary responsibilities. Really.), how to add players to the bench from some unexpected places, and what skills will be required of the people you hire.

More than a quarter of enterprise companies developed a global content strategy last year, and many say they now have at least one employee dedicated to overseeing content creation. This guide will help you determine who that right person is for your team—your point guard, your quarterback, or your forward—and how to build out your roster from there.

As Kapost's Jean Spencer says, content marketing can be a notoriously complex operation with a lot of manual tasks for each stage of production. But each job or task in creating content doesn't need a separate employee.

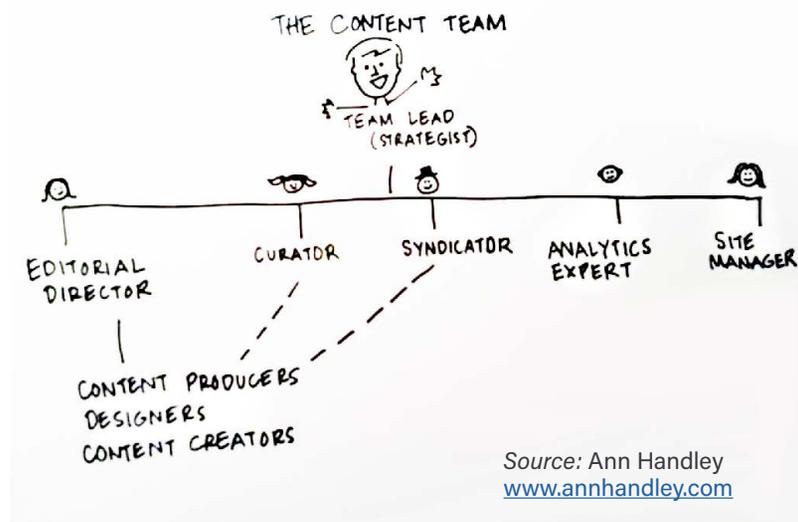
There are roles that need to be filled in a content operation, not head count, as the most-interviewed content marketing expert and MarketingProfs' own Ann Handley explains. One person can wear several hats and get the job done. To begin—especially if you are starting from scratch—you need to identify people to fill only two key roles: the strategist and the doer.

- **The strategist** is the person responsible for the vision, the big picture—including identifying key business objectives, major themes, and the campaigns of your content strategy.
- **The doer** is the person who executes the plan—actually produces the content. That tactician could be a writer, videographer, graphic designer, or analyst, depending on your company's size and needs. As we'll see in the next chapter, this role might be filled by full-time staff or freelancers—or by creative outreach to industry influencers and subject-matter experts in your own organization.

The Strategist: Start by hiring a managing editor

Every content marketing program needs its own “CEO,” a role often best filled by a managing editor who reports to the head of Marketing.

A good managing editor will develop your company's content strategy, simultaneously marshaling and managing all of the resources necessary to execute that strategy.



Source: Ann Handley on the 2 MustHave Content Marketing Roles

The best managing editors typically have a combination of deep editorial experience and proven project management expertise. To succeed in the digital age, they have also had to become experienced online marketers with myriad talents, ranging from optimizing content for search engines to developing effective landing pages that drive conversions, to distributing content through social media and other online channels. And they have to know enough about analytics to track and analyze all of the metrics that demonstrate the value of the content marketing programs they create.

Importantly, don't confuse managing editors with writers. Their job isn't to create content, it's to manage all of the other people and resources involved in content creation and distribution. If they get too deep into the weeds, they won't be able to provide the strategic guidance that great content marketing programs need.

3 • A LITTLE HELP FROM YOUR FRIENDS

Once you have your key roles defined and staffed—ensuring you have strategy, management, and production accounted for—it's time to build a pipeline for the content your organization will need. If yours is like most, however, those needs will be relatively insatiable, so it makes sense to identify a variety of other resources for good-quality content.

Since your managing editor should be involved in content creation and distribution only at a strategic rather than a tactical level, you are going to need some additional resources to help things get done.

Full-time (or freelance) content creators and distributors

Consider hiring a writer who is savvy not only about your industry but also with online marketing best-practices. Since he or she will likely be your primary content creator, make sure the person has a strong background in journalism or a related field—or, better yet, experience writing for another company in your industry.

As your content marketing program grows, you may soon discover that you need to hire an additional team member to focus on distributing all of your content. Amplifying your content by effectively distributing it across your website and other controlled sites, as well as your social media accounts, not to mention through paid channels and direct marketing and relationship marketing campaigns, can easily become a full-time job.

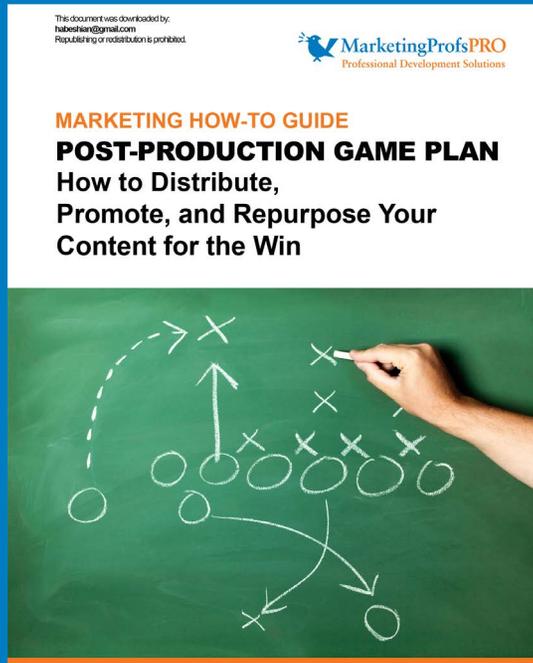
Considering all of the effort you are putting into creating your content, you will be doing your company a disservice if you don't put an equal amount of effort into making sure that content gets to the right people at the right time.

If your budget doesn't permit you to make these additional hires, you might want to consider freelancers as a budget-friendly way of scaling your team. Good freelancers provide on-demand access to the additional resources you need without the full cost and complexity of adding full-time staff.

CONCLUSION

You've identified the right people and pulled your dream team together. Congratulations! You'll be creating content that's optimized to meet your business goals in no time. Remember that content creation is just the beginning: You must have a strategy for optimizing, distributing, and measuring your content. Luckily, MarketingProfs has a deep bench of resources to help with those next steps.

For even more on how to get your content discovered, read the [Post-Production Game Plan: How to Distribute, Promote, and Repurpose Your Content for the Win](#).



And don't forget...

- [Build Your Content Factory: Must-Have Tools to Get Your Assembly Line Humming](#)
- [Content Machine: The Street Guide to Building a Successful Content Marketing Program in 7 Weeks](#)

You might consider adding one more member to the team: a chief listening officer (CLO). This person is your “ears on the ground” in social media and other channels, listening to conversations and routing the discussion to other team members as appropriate. In some cases, the CLO may also participate in, and help maintain, conversations.

By hearing, organizing, and sharing the feedback from these conversations, the CLO helps your organization react promptly and appropriately to reactions to your content.

In the end, there is no one correct way to build your content team: Some companies expand their teams to include a variety of other positions, from director of audience to channel master, lead trainer, and return-on-objective chief. The important thing is to make sure the two primary responsibilities—content strategist and content tactician—are covered.

Consider what makes sense for your company. You can always add players later if you spot a gap in your lineup.

Good luck, and happy content-creating!