

Your quick guide to:

How to build a career in content marketing

Content marketing is a specialism that's becoming increasingly saturated with ambitious marketers. Competition can be fierce, and candidates are expected to command a wide range of skills. This guide looks briefly at how you can climb the content marketing ladder.

Develop your knowledge

If your current employer has a training budget, make the most of it.

Ideally, attend some external content marketing events and seminars. Not only will these offer expert opinion and the most up-to-date insights, but you'll learn things beyond the remit of your current position.

Where this isn't possible seek out free online courses to develop your skills, and at the very least, follow content marketing blogs like the [CMI blog](#), [HubSpot](#) or [Digiday](#).

Use your knowledge

Knowledge is easily lost if it's not applied in a real-life situation. And more importantly, knowledge in and of itself isn't necessarily useful to a prospective employer – they want to know how you've used that knowledge effectively.

Apply new insights at work as quickly as possible. Testing should be a well-established practice at your company anyway, so trial what you've learnt on an existing project or campaign.

Then, assuming your newly acquired knowledge creates positive results, add the specifics to your CV and portfolio. You now have evidence of new skills, rather than mere claims.

Be open-minded and adaptable

Content marketing is challenging because of the sheer pace at which it changes.

So, while you must be diligent about learning as many tools, techniques and skills as possible, you must also be prepared for that knowledge to be disrupted and even disproved soon afterwards. Herein lies the challenge of content marketing: little of what you'll learn is finite.

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A willingness to test and measure is essential, as is a willingness to adapt and open your mind to new theories. Different techniques work for different businesses or in different contexts. To build a career in content marketing, you have to prepare for constant, incessant change.

Put your audience first

Nowadays, there's very little room for self-indulgence or speculation in content marketing. Your first consideration should always be your audience: who they are, where they are and what they want.

This you'll be well aware of, but its primacy increases as your career grows. A more senior position demands more responsibility and therefore more accountability in terms of numbers: clicks, conversions, sales. So your understanding of your audience has to be better, and deeper, than ever.

This requires more detail in your knowledge and research. You need to consider your audiences' digital habits; not simply where they go online, but how many steps they take before a decisive action. Again, this all demands a skill for testing and measuring, to reveal the answers you need to meet your targets.

Market yourself

Don't forget to show off your content marketing skills by actively marketing yourself:

- Start a blog to share content marketing insights
- Write guest posts for other content marketing websites
- Use social media to share content and network with relevant individuals
- Maintain a digital presence, either through a blog, social media or your own website, to showcase your skills

These days, you're increasingly likely to find opportunities through networking, rather than simply searching and applying generically.

If you're looking for content marketing roles, [speak to one of our expert consultants today.](#)

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