

# Colombia Jobs Expertini®

## [Job-14584] Mid-level Content Manager, Colombia

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Company: CI&T

Location: Colombia

Category: computer-and-mathematical

We partner with the world's most valuable brands to build digital solutions that transform businesses. As a digital native, we bring a 29-year track record of accelerating business impact through complete and scalable digital solutions. With a global presence of 6,000+ professionals in strategy, research, data science, design, and engineering, we unlock top-line growth, improve customer experience, and drive operational efficiency. We are digital specialists who impact some of the world's most valuable brands. Our focus is on building digital products and solutions tailored to our clients' needs. As digital natives, we bring a 29-year track record of accelerating business impact through comprehensive and scalable digital solutions. With a global presence of over 6,000 professionals in strategy, research, data science, design, and engineering, we unlock top-line growth, enhance customer experiences, and drive operational efficiency. **Key Responsibilities:** Develop a content strategy aligned with the company's objectives, target audience, and distribution channels. Supervising the creation, editing, and curation of content, whether written, visual, or multimedia. Ensuring content is optimized for search engines by using relevant keywords, appropriate tags, and other SEO best practices Analyzing content performance using relevant metrics such as website traffic, conversion rates, time spent on page, and click-through rates Ensuring all content produced complies with relevant laws and regulations, including copyright, data privacy, and advertising **Qualifications and Skills:** We are looking for someone to work with configuration in a CMS system such as Adobe AEM and Salesforce Work in a text editor system such as Microsoft Word, Google Documents, or LibreOffice and electronic spreadsheets such as Microsoft Excel, Google Spreadsheet, etc. Passionate about helping

others and ensuring that end-user questions are answered We are looking for someone interested in technology and looking to develop themselves in other tools, such as Content Management Systems (CMS), analysis systems such as Google Analytics, or even SEO (Search Engine Optimization) practices. The ideal candidate is a curious person who constantly seeks to understand the client's business and actively contributes to improving the services provided. Communication is the key to success. English is essential, as you will be involved in an international project and will be exposed to conversations directly with the client, mainly via email, tickets, and often via conference calls. **Nice to have:** Knowledge of usability and web design (UI/UX) concepts Image editing tools Activity management tool Spanish speaking would be an advantage when working with the Colombian team. #LI-SC1 #MidSenior **CI&T is an equal-opportunity employer. We celebrate and appreciate the diversity of our CI&Ters' identities and lived experiences. We are committed to building, promoting, and retaining a diverse, inclusive, and equitable company and culture focused on creating a better tomorrow.** At CI&T, we recognize that innovation and transformation only happen in diverse, inclusive, and safe work environments. Our teams are most impactful when people from all backgrounds and experiences collaborate to share, create, and hear ideas. Before applying for our opportunities take a look at on website.

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