

CS SQUAD

A GROUP OF PLAYERS FROM WHICH A TEAM IS CHOSEN

Bring together the right talent at the right time.

SOLUTION OVERVIEW

Expand your great team for a project or permanently with credentialed content professionals.

BENEFITS



Make your team extensible on demand



Find talent with modern content skills faster



Hire talent you love directly

SAMPLE ROLES

- ▶ CONTENT STRATEGIST
- ▶ CONTENT ANALYST
- ▶ CONTENT ENGINEER
- ▶ CONTENT MARKETER
- ▶ CONTENT DESIGNER
- ▶ CONTENT MARKETER
- ▶ CONTENT MANAGER
- ▶ INFORMATION ARCHITECT
- ▶ WRITER / EDITOR
- ▶ CREATIVE DIRECTOR
- ▶ PROJECT MANAGER
- ▶ MANAGING EDITOR
- ▶ PRODUCER
- ▶ DOCUMENTATION SPECIALIST
- ▶ HEALTH COMMS SPECIALIST

SAMPLE PROJECTS + NEEDS

- ▶ DEVELOPING CONTENT FOR NEW WEBSITE OR APP
- ▶ LAUNCHING COMPLEX NEW PRODUCT OR UI
- ▶ CHANGING CMS OR TECHNOLOGY STACK
- ▶ CONDUCTING VERY LARGE CONTENT AUDITS
- ▶ ASSEMBLING FIRST PARTY / ZERO PARTY DATA SYSTEM
- ▶ SCALING CONTENT OPERATIONS
- ▶ EXECUTING A REBRANDING PROJECT
- ▶ IMPLEMENTING NEW CONTENT TECHNOLOGY (CMS, DAM, ETC.)
- ▶ LAUNCHING NEW DIGITAL MAGAZINE OR PODCAST
- ▶ ESTABLISHING CENTER OF CONTENT EXCELLENCE
- ▶ MIGRATING CONTENT TO A NEW CMS
- ▶ DEVELOPING NEW CONTENT

SAMPLE CLIENTS



All talent can take advantage of on-demand training from the world's only academy dedicated to content excellence. Employers have the option to require certain courses or certification.



Content analysts are required to have competency with ContentWRX data and reporting for audits and content intelligence. Other roles have the option to gain competency.



CONTENT SCIENCE
Insight • Idea • Implementation • Impact