Digital Content Management Career Guide

What is Digital Content Management?

Digital Content Management (DCM) is the professional practice of overseeing the entire digital content lifecycle—from strategy and creation to distribution and performance analysis. It ensures content across platforms like websites, social media, email, apps, and streaming services is engaging, accessible, and aligned with branding and organizational goals.

Professionals in this field leverage content management systems (CMS), collaborate with creative and technical teams, and use data to continually improve digital content effectiveness. Strong communication, technical know-how, and strategic thinking are essential to thrive in this fast-evolving industry.

Classes and Curriculum Information

View Classes and Curriculum info here.

The Digital Content Management major integrates five key curricular themes to prepare students for a competitive, digitally driven workforce:

- **Analytics and Data-Driven Decision Making**
  Learn to use tools like Google Analytics and social insights to measure and optimize content based on audience behavior.
- **Branding and Messaging**
  Understand the importance of consistent voice, tone, and visual identity across platforms.
- **Content Creation Across Platforms**
  Develop skills in producing digital content for websites, social media, mobile apps, email, and streaming media.
- **Emerging Technologies**
  Explore generative AI, automation tools, and content management systems that shape modern content practices.
- **Ethical and Inclusive Communication**
  Examine ethical issues related to representation, algorithmic bias, data use, and accessibility in digital content.

Common Career Paths

Digital Content Management majors are well-positioned for careers in marketing, communications, media, and technology. Roles may exist within corporations, media agencies, startups, nonprofits, and government organizations. Career paths include:

- Digital Marketing
- Web and App Content Strategy
- Content Production and Editing
- Social Media Strategy
- Brand Communications

- Multimedia Development
- UX Writing and Web Publishing

Types of Roles / Job Titles

- Brand Communications Specialist
- Content Strategist
- Content Writer
- Digital Content Creator
- Digital Content Manager
- Digital Content Producer
- Digital Marketing Coordinator
- Digital Marketing Manager
- Digital Media Specialist
- Digital Project Manager
- Marketing Content Specialist
- Multimedia Producer
- Social Media Manager
- Web Content Editor

Employers and Titles of Recent Digital Content Management Elon Alumni

DCM is a new major launched in Fall of 2025. Currently, there are no alumni outcomes to report. For recent alumni placement information for *other* School of Communications majors, click here.

Job and Internship Sites

- AIGA job board - Oldest and largest professional membership organization for design—with more than 70 chapters and more than 15,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force.
- WorkInContent - Global job board for content designers and strategists
- IXDA Job board - The Interaction Design Association is dedicated to the discipline of interaction design
- Authentic Jobs - Content roles with a design/tech focus
- MediaBistro - Digital media, publishing, and marketing roles
- MEO Jobs - Updated list of media jobs and internships
- American Marketing Association Job Board
- UpWork - Freelance digital content and creative projects
- Hubstaff Talent – Remote content and digital media gigs

Extracurriculars at Elon

- Live Oak Communications - Student-run strategic communications agency
- Elon News Network - Reporting and digital production experience
- American Marketing Association

- Public Relations Student Society of America
- Elon Student Television
- Cinelon Productions

Professional Associations / News Sources

- Content Marketing Institute
- American Marketing Association (AMA)
- Public Relations Society of America (PRSA)
- Digital Content Next
- National Association of Broadcasters (NAB)
- Interaction Design Association (IxDA)
- AIGA (The Professional Association for Design)

Diversity, Equity, and Inclusion Resources

- National Association for Multi-ethnicity in Communications (NAMIC)
- Asian American Advertising Federation (3AF)
- Hispanic Public Relations Association (HPRA)
- National Black Public Relations Society (NBPRS)
- Queer Design Club