CONTENT STRATEGIST

LEARN HOW YOU CAN BECOME A CONTENT STRATEGIST AT UNT

*all information retrieved from Glassdoor

SALARY INFORMATION

ANNUAL MEDIAN PAY

$73,753

 # OF JOBS AVAILIABLE ON GLASSDOOR

~2,000

ENTRY-EDUCATION

BACHELOR'S DEGREE

JOB OUTLOOK

↑XX%

PERCENTILE WAGE ESTIMATES

ANNUAL WAGE

■ Possible Range   ■ Most Likely Range

| $47 K | $58 K | $94 K | $117 K |

*Represents values that exist within the percentile of all pay data available for this role

AVERAGE TOTAL PAY TRAGECTORY BY YEARS OF EXPERIENCE

YEARS	TOTAL PAY/YEAR	POSSIBLE RANGE	MOST LIKELY RANGE
0-1	$59,515	$39 K - $91 K	$48 K - $74 K
1-3	$69,964	$48 K - $103 K	$57 K - $86 K
4-6	$79,175	$54 K - $118 K	$64 K - $98 K
7-9	$84,945	$57 K - $127 K	$69 K - $105 K
10-14	$97,493	$65 K - $148 K	$79 K - $122 K

RECOMMENDED COURSES AT UNT

TECM 3550: CONTENT STRATEGY IN TECHNICAL COMMUNICATION
An effective content strategy is an invaluable tool to any client or customer-facing business. Content Strategy in Technical Communication provides an in-depth look into how to write, design, and manage useful and usable content for the web and social media. In this class, students will learn how to identify, develop, and deliver an effective content strategy as well as create and transform content for usability and global audiences

TECM 4500: CONTENT ANALYSIS
Content analysis is the study of patterns and characteristics in communication. The Content Analysis course covers both human- and computer-aided analyses of quantitative and qualitative data and shows how that information is used in the professional field. In this class, students will learn how to prepare visualized data and prepare written reports that communicate content analyses clearly and concisely, with an emphasis on the value of the results

FOR MORE INFORMATION ABOUT TECH COMM, VISIT TECHCOMM.UNT.EDU

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