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# Example of Communications Assistant Director Job Description

Our company is growing rapidly and is looking to fill the role of communications assistant director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for communications assistant director

* Researches and generates benchmarking data with other universities and businesses to keep Auxiliary Enterprises competitive
* Organizes, manages and executes special events and promotions with departments
* Maintains a calendar of promotions and events offered by all units of Auxiliary Enterprises
* Works with units and contracted partners to activate promotions and marketing campaigns
* Promotes and practices the highest standards of professional ethics and interactions with others
* Collaborates with all members of the Auxiliary Enterprises’ management team to market services effectively
* Builds collaborative and mutually beneficial working relationships with people of different backgrounds
* Participates in student group meetings to help further the branding and benefits of shopMason
* Conducts focus groups to better understand the needs and wants of students and how to best market to them
* Develops and maintains an engaging and interactive divisional Web site provide Web site support for units within the division

## Qualifications for communications assistant director

* Creates content for Web sites and layout designs
* Assists in the management of MasonAds, digital advertising network, through troubleshooting system issues and coordinating installations/removals
* Stays current with marketing trends and tools through reading trade magazines/articles and attending conferences, seminars
* Bachelor’s degree—preferably in IT, marketing, graphic design, communication or a related field—or an equivalent combination of education, training and work experience (demonstrated significant experience strongly desired
* Supervise and manage the performance of the School's Communication Strategist and Communication Specialist in the planning and implementation of all aspects of a comprehensive and diversified public relations program to keep School faculty, staff, students and other important internal stakeholders informed about School initiatives, priorities and achievements
* Create and manage an annual student recruitment advertising and marketing campaign with budgets in excess of $160,000