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# Example of Communications & Marketing Specialist Job Description

Our company is growing rapidly and is hiring for a communications & marketing specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for communications & marketing specialist

* Driving strategic and tactical marketing communications plans from inception through successful execution, including the establishment, tracking, and reporting of approved KPIs
* Identifying and managing the input of key stakeholders (internal and external) for all project responsibilities
* Research relevant tradeshows/conferences possible sponsorship opportunities
* Works with Market Directors and other product marketing personnel/teams to ensure web site content supports marketing campaigns promoting Performance Alloys and Composites products and services across a wide range of industries
* Implements new processes of online outreach to leverage web site for generating leads/sales
* Assists international affiliate offices with routine web site updates, adding new resources and content as needed
* Manages digital library and marketing assets/collateral
* Assist communications team on tasks ranging from compiling internal newsletters to resizing images to help on photo/video shoots
* Brainstorm and concept new marketing content ideas
* Research and monitor manufacturing trends, industry news, and other relevant external content

## Qualifications for communications & marketing specialist

* Marketing communications experience – agency or equivalent
* Understanding of production processes (print and electronic)
* Strong written communication skills – ability to judge quality of both languages
* Graphic eye – ability to judge output and recommend revisions
* Attention to detail and output quality – accurate, meticulous
* Powerpoint skills an asset