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# Example of Communications & Marketing Specialist Job Description

Our growing company is searching for experienced candidates for the position of communications & marketing specialist. 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 & marketing specialist

* Track and measure Communications results for aforementioned internal and external communication efforts
* Research, identify and collaborate with external vendors and partners
* Manage and execute on in-store communication elements including point of purchase (POP), Collateral, Digital Signage, Packaging and other design projects, to support business objectives and product initiatives across consumer and business segments
* Drive the development and delivery of agency briefs through effective collaboration with internal stakeholders
* Partner with campaign management, design team, merchandising team, channel, pricing, legal, external agency and supplier teams to develop and deliver projects in both a timely and cost-effective manner
* Direct the design, preparation, production and timely circulation of communications to support the planning and execution of retail marketing projects and programs within the organization
* Ensuring knowledge of marketing strategy, brand, image, the customer and the market is appropriately reflected in all communications (print and electronic) and all content meets guidelines
* Supporting other Marketing/ PR projects as required
* Direct the design, preparation, production and circulation of all cause marketing campaigns, work with the creative team to ensure all cause marketing initiatives are on brand
* Managing the content for updates and changes on website

## Qualifications for communications & marketing specialist

* BA/BS degree in journalism, communications, public relations or a related field
* Experience working in a news organization, PR/PA or marketing firm is a plus
* 1+ years’ experience working on consumer-facing campaigns (Internships and other relative work experience accepted)
* 1+ year experience executing social media strategies
* Bachelor’s Degree in communication, journalism, or marketing
* Demonstrated communication planning and management skills to effectively deliver key messages to marketplace