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# Example of Communications Specialist Job Description

Our company is searching for experienced candidates for the position of communications specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for communications specialist

* Track communication plan activities and lead times
* Establish QA process for collateral and communications, including sign-off on readiness for publication
* Assure messaging is conveyed in terms consistent with business value/understanding
* Collaborate with business unit leaders to communicate key information, the strategic imperatives and progress on results
* Work with the Communications Manager and Director to create, implement and maintain a communication plan for business units that supports the overall strategy
* You will work in partnership with the rest of the communications team to write customer press releases, creative pitches, features, community/blog posts and media alerts which will generate positive and insightful coverage, use in wider PR, social and marketing campaigns
* Develop and deploy high impact communications to the Sales and Services field organizations , WYN Weekly, Personalized Learning Curriculum announcements, VILT information/follow-up
* Develop and deploy communications including critical information needed by select audiences whose participation is required in Value Selling, Showcasing Digital Assets, CSG Onboarding, AE Onboarding
* Update training material slide decks
* Assist in identifying key audiences and messages for program communications

## Qualifications for communications specialist

* Assemble coverage/KPI reports
* Build media lists, media visit itineraries, and editorial calendars
* Autonomously handle film/photo shoots (with Manager and/or COO approval)
* Manage smaller scale multi-resort or corporate initiatives and events
* Assist in crisis communications scenarios
* Aid in managing snow reporters