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# Example of Communications Strategist Job Description

Our company is growing rapidly and is looking to fill the role of communications strategist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for communications strategist

* Builds and maintains effective relationships with marketing, sales and service partners, creative services team members and external vendors, to implement communication plans
* Create and manages company-wide managed metadata term set
* Provide publishing support to end users
* Collaborate with cross-functional teams to define content and ranking strategies
* Analyze data to improve rankings and user experience
* Track key performance indicators (KPIs) that provide strategic insights to improve SEO decision-making, support content strategy decisions, and provide actionable reports to help reach content strategy objectives
* Educate internal clients on best practices and overall education of SEO
* Execute complex SEO deliverables (technical analysis, keyword strategy, ) and other deliverables as needed
* Deliver proposals to stakeholders
* Develop short- and long-term plans for specific marketing communications programs by channel, under the guidance of Line of Business marketing and product managers

## Qualifications for communications strategist

* Undergraduate degree in journalism, communications, marketing, business, or related discipline
* 8+ years of progressive experience in public relations and/or communications (either agency or in-house)
* Ability to formulate and execute near-term and long-term communications strategies in support of business objectives
* Experience in managing a range of relationships with both external media and internal clients
* Experience in securing broadcast media placements and coaching spokespeople for broadcast a plus
* Understanding of digital platforms including FUZE, Eloqua, Compendium, BrightEdge