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# Example of Communications Strategy Job Description

Our innovative and growing company is looking to fill the role of communications strategy. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for communications strategy

* Drive execution of the communication strategy
* Develop innovative, cut-through promotions that drive traffic and increase average spend while stealing share from competition
* Partner with cross-functional team members to filter, select and flawlessly implement all promotional efforts
* Own the development process for all promotional materials from briefing to internal creative group to gathering feedback and approvals
* Owns and appropriately updates/shares seasonal commercial plan
* Strategy planning, coordination and facilitation
* Partner closely with representatives from individual working teams to develop and evolve team's communication mechanisms such as News Letters, Town Halls
* Work with internal clients to create communication plans and execute them in a timely fashion
* Prioritize competing needs in a fast-paced environment and determine the highest value projects
* Bring innovative and pragmatic thinking to communication and business issues

## Qualifications for communications strategy

* 5+ years of experience in a directly relevant field (financial services, management consulting or similar) or MBA preferred
* Experience in delivering effective communications documents for senior management, preferably with a background in communications or corporate strategy
* Critical and structured thinker with superior analytical and problem solving abilities
* Ability to synthesize information, set and execute on strategic and tactical objectives
* Strong contributor and effective team player with ability to deliver in fast paced environment with tight deadlines and multiple demands
* Intellectually curious with the ability to take initiative and deliver results in a matrixed global organization