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# Example of Communications Strategy Job Description

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

## Responsibilities for communications strategy

* Savvy, creative and comfortable with the administration and use of technology required
* Owning and managing the relationship with all Wealth lines of business (LoB) and Shared Services functions
* Working with the Wealth federated communications team to lead, develop, support and maintain integrated tools in the Wealth intranet sites
* Developing content for Wealth intranet sites, while creating and implementing an "employee self-serve roadmap" to facilitate enhanced content creation
* Providing thought leadership on the user experience design of the intranet
* Ensuring resource centres housed on the Wealth intranet are aligned with strategic messages and maintain a consistent look and feel
* Reviewing content and providing recommendations on channel(s) of best fit (i.e., Intranet vs
* Identifying and implementing enhancements and capabilities to drive improvements to the Wealth intranet's functionality/navigation/usability
* Serving as a subject matter expert on Wealth iIntranet operations, including reporting and monitoring of usage
* Drive the region’s strategic planning process for the region, including strategic advice and guidance for the RLT on the macro, micro and competitor landscape

## Qualifications for communications strategy

* Some understanding of the asset management business
* Strong interpersonal, leadership, written and oral communication skills
* Direct the development, management and implementation of online marketing and digital communications strategies to meet sales and retention goals
* B.A./B.S., M.A./M.S./M.B.A
* Expertise and strong research track record in neuroscience
* Understanding of complex research landscapes globally, ability to work transversally in highly matrixed teams, and connect internal and external colleagues productively