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# Example of Marketing Communications Specialist Job Description

Our growing company is looking to fill the role of marketing communications specialist. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing communications specialist

* Assist in all aspects of the Communications function (branding, content creation, executive and leadership communications, public relations and social media)
* Manage media and coordinate details for store and vendor events relating to PR and marketing initiatives events such as Product launches, seasonal PR campaigns, retail, online and corporate events and
* Lead all Cause marketing campaigns and ensure local community programs are marketed and communicated both internally and externally
* Develop strategy for marketing campaigns and events
* Responsible for ensuring that the deliverables of external communications opportunities
* Supports activities of the Corporate Office the Product, Services, and Lab divisions
* Coordinate the review process of communications documents and verify all materials accurately reflect applicable legal policies and procedures, brand standards, and product-related details
* Writing for internal and external audiences
* Participate in tracking marketing and communications metrics for strategic review and analysis
* Support general media relations activity which may include serving as point of contact, facilitate meeting with public relations managers, writing press releases

## Qualifications for marketing communications specialist

* Bachelor’s degree in Communications, Marketing, Liberal Arts or related fields and one year experience in content development and communications experience, marketing, or related field
* Bachelor’s Degree in Business, Communications, Marketing or related field or equivalent professional qualification
* 3+ years of experience in the marketing and sales field and/or in office management preferred
* Familiarity with manufacturing, particularity Power Generation preferred
* Must have strong interpersonal collaboration, communication, organization, analytics and decision making skills
* Experience in message development across multiple media channels (ie web, interactive, print, video, direct mail, etc)