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# Example of Senior Communications Specialist Job Description

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

## Responsibilities for senior communications specialist

* Work with the Division of Strategic Communications as needed to support University initiatives, crisis communications
* Develops and implements dynamic MarCom plans and/or programs based on strategic business objectives, customer insight, and local market trends in order to identify, acquire and convert new business retain existing customers
* Develops and implements an integrated strategic marketing plan based on business objectives, customer insight, and local market trends in order to identify, acquire and convert new business retain existing customers
* Assists with day-to-day external agency management, helping to allocate assignments, create project briefs, manage budgets and measure agency performance
* Contributes to the broader communications team by creating content for the company news blog and other owned communications channels, fulfilling media requests, evaluating project performance, and providing insight on consumer/industry trends that impact the team’s activity
* Translate business and communication objectives into actionable communications strategies utilizing various media such as intranet, social media, multimedia
* Works in support of the Division ELC Lead on employee and executive-level programs
* Supports and executes employee and leadership communications strategy, planning and change management efforts to promote and support the mission, objectives and business goals of the organization
* Works closely with the division and corporate communications team in the implementation of internal communications strategies, including support of the intranet and corporate publishing
* Closely collaborating with global marketing managers to understand business needs and then recommending the most effective, innovative communications strategies, plans, media channels, and tools to help achieve business objectives

## Qualifications for senior communications specialist

* Expert in MS Office Suite (a plus)
* 5+ years of progressive responsibility in the communications field, in either a corporate or agency environment required
* Listen well and synthesize concepts from others
* Have a highly collaborative working style
* Interact effectively with all levels of an organization
* Have strong communications skills in all media