



Example of Communications Assistant Director Job Description

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Our company is growing rapidly and is looking to fill the role of communications assistant director. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for communications assistant director

- Write copy for web applications and print collateral
- Focus on the continuous improvement and design of alumni affairs websites, event registration sites, alumni benefits, and directory, including daily updates and enhancements
- Responsible for digital analytics on an ongoing basis and in monthly reports, with a focus on email marketing performance, website traffic, and proposed improvements to alumni communication and programming
- Assists in the optimization of alumni data management including, data segmentation, and development of data improvement strategies
- Work cross departmentally to maintain and support internal partnerships, sharing in marketing and communication best practices and cross-promoting alumni engagement opportunities
- Duties include evaluating emerging technologies and providing thought leadership and perspective for adoption where appropriate
- Work with associate director of marketing to develop and execute email marketing strategy related to SEI's suite of programming, including writing, editing, and sending emails
- Manage email communication schedule (Weekly events emails, Monthly events emails, dedicated program/events emails, newsletter) and write, design and send emails
- Coordinate and produce printed materials, including signage and printed program booklets, for Rustandy center events

community partners are promoting Rustandy events and programs

Qualifications for communications assistant director

- Collaborate with the marketing and communications teams to shape Kellogg's enterprise communications strategy and narrative
- Bachelor's degree in communications, marketing or public relations or a bachelor's degree in science or engineering
- Three years of experience with scientific writing for a broad audience
- Three years of experience in communications
- Bachelor's degree required (Communications, journalism, or English preferred)
- 3-5 years of progressively responsible communications experience