



Example of Communications Assistant Job Description

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Our company is growing rapidly and is looking to fill the role of communications assistant. 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 communications assistant

- Work with the General Manager, Department Manager and marketing team to develop annual comprehensive marketing plan objectives for Commercial Vans using all appropriate channels
- Support development and execution of communications strategies to promote GCCX's products, services and business priorities including global OnStar offerings, in-vehicle connectivity and customer experience
- Craft compelling stories about GM's technology leadership
- Work closely with GM's vehicle brands globally to develop technology plans in support of key corporate and product initiatives
- Develop engagement strategies that focus on technology, consumer and lifestyle media/influencers
- Serve as media contact for OnStar and customer experience related topics
- Work closely with GM internal communications to develop meaningful employee engagement and awareness campaigns
- Maintain ongoing contact with top media on connectivity and customer experience news developments, including emerging issues and "hot topics"
- Support management of key technology/connectivity positions, develop key messages and write press materials for announcements, events and programs
- Development of effective and coherent communications for company employees utilizing the Webpage, the portal, social and print media, and other means, with a focus on strategic initiatives, but with potential strategies for multiple programs

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- Experience in handling press clippings and reports, coordinating media events and joint promotion with various marketing partners
 - Assist in developing effective marketing communications strategies and plans to achieve company's objectives and enhance its brand propositions
 - Experience in handling enquiries and able to juggle deadlines and priorities
 - Pleasant personality with good presentation, communication and interpersonal skills
 - Must be detail-oriented, friendly, self-motivated, reliable and thoughtful
 - Minimum 3 years-experience in Communications or marketing preferred