



Example of Communications & Marketing Specialist Job Description

Powered by www.VelvetJobs.com

Our company is looking to fill the role of communications & marketing specialist. 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 & marketing specialist

- Support other Organizational Change Management activities as required
- This could include data analysis, taking notes, managing impacts, customer outreach
- This could include writing user stories, planning for release meetings, creating dashboards to monitor team progress, roadmap planning
- Work closely with the retail marketing coordinator and In-house design studio on all marketing initiatives and trade plans to ensure optimum results (Briefing, reviewing proposals)
- Advocate on behalf of the company brand with external stakeholders and the media across all communications channels and vehicles
- Leading the development of positioning and differentiated messaging for new and existing products
- Developing timelines and managing projects through the system from creative direction and development to legal and regulatory approval to production—and ensuring that all stakeholders are aware of project progress
- Cascading messaging and communications to country communications, business, and sales managers
- Collaborating with other global communication functions, including Brand and Channel Management, Employee Communications, Public Relations, Events and Exhibitions, and Web Operations to ensure that resources are optimized, best practices are leveraged, and messaging is consistent
- Analyzing quality and effectiveness of marketing communication initiatives—

Qualifications for communications & marketing specialist

- Keen attention to detail and ability to run projects with minimal supervision
- Ability and willingness to jump in and contribute on time-sensitive matters, including during “non-business” hours
- This position will be based at corporate headquarters in Oaks, PA
- Bachelor’s degree in business administration, marketing, communications with Graphic art experience or advanced training preferred
- Must be adept at handling pressure and working under stress
- Intermediate English, Fluent Russian