



Example of Communications Strategist Job Description

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Our company is growing rapidly and is looking to fill the role of communications strategist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for communications strategist

- Builds and maintains effective relationships with marketing, sales and service partners, creative services team members and external vendors, to implement communication plans
- Create and manages company-wide managed metadata term set
- Provide publishing support to end users
- Collaborate with cross-functional teams to define content and ranking strategies
- Analyze data to improve rankings and user experience
- Track key performance indicators (KPIs) that provide strategic insights to improve SEO decision-making, support content strategy decisions, and provide actionable reports to help reach content strategy objectives
- Educate internal clients on best practices and overall education of SEO
- Execute complex SEO deliverables (technical analysis, keyword strategy,) and other deliverables as needed
- Deliver proposals to stakeholders
- Develop short- and long-term plans for specific marketing communications programs by channel, under the guidance of Line of Business marketing and product managers

Qualifications for communications strategist

- Undergraduate degree in journalism, communications, marketing, business,

- 8+ years of progressive experience in public relations and/or communications (either agency or in-house)
- Ability to formulate and execute near-term and long-term communications strategies in support of business objectives
- Experience in managing a range of relationships with both external media and internal clients
- Experience in securing broadcast media placements and coaching spokespeople for broadcast a plus
- Understanding of digital platforms including FUZE, Eloqua, Compendium, BrightEdge