



Example of Communications Strategy Job Description

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Our growing company is looking for a communications strategy. 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 strategy

- Serve as writer/editor and support development of internal communication with a heavy focus on strategy and leadership programs and materials
- Partner with internal customers to develop storyboards, scripts and budgets that further illustrate our strategy, produce, film and edit videos
- Effectively manage the development and execution of multiple communications tactics at once
- Manage communications activities for Norcross and act as a backup for Richmond, including email newsletters, local emails, digital signage and event communication support
- Ensure consistent messaging of all communications vehicles, leveraging the full array of communications solutions (face to face, electronic, print, video)
- Collaborate in the development of the cross functional team's editorial calendar that supports overall communications objectives and track content throughout the year to provided ongoing assessment of key message support
- Evaluate, measure and distribute results on the effectiveness of internal communications programs using platforms such as Survey Monkey
- Use various feedback and results to strengthen the planning and execution of future programs
- Research subject matter and prepare point papers to senior DoD
- Create consistent marketing voice and toolkit for local marketing teams to leverage with our acquiring partners in proprietary and newly repatriated

Qualifications for communications strategy

- Excited to work in a high-paced, high visibility unit in the firm
- Self-starter, driven and passionate is an absolute must
- Ability to establish and work with cross functional teams, including non-US audiences
- Some travel may be required, position based in San Francisco
- 8+ years marketing communications experience in a corporate environment highly desirable
- Tie all of the company's digital aspects together in support of the corporate vision -- including end-to-end strategy, design and implementation of the company's digital roadmap