



# Example of Digital Communications Specialist Job Description

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

## Responsibilities for digital communications specialist

- Oversee use of and post to the department's social media platforms
- Develop, compile and edit materials that support written communication (e.g., online content, publications, presentations, customer responses, talking points, and other related materials)
- Establish and maintain extensive contacts with key sources (media, news services, community organizations and other targeted audiences) to identify story themes and newsworthy events to promote and disseminate information
- Maintain department style standards
- Implement project, strategies and campaigns by developing content for digital delivery through various channels including email, social media platforms and website
- Provide support for online engagement and creative collaboration on content such as press releases, emails, blog posts, podcasts, white papers, fact sheets, infographics and conference materials
- Ensure accuracy and consistency in external messaging by editing, proofreading and standardizing all outgoing communications
- Manage social media strategy, calendar and collaborate with internal stakeholders to develop and use social media in their outreach efforts
- Monitor, track and utilize analytics for all communications channels
- Develop project plans and solutions to aid in project planning and management for program-wide initiatives, assessing communication

## Qualifications for digital communications specialist

- Takes pride in their work and pays attention to details
- Proven experience delivering effective and innovative digital campaigns in areas such as website development, content management and SEO optimization
- Manage digital content portion of content calendar
- Develop and manage website content, keeping information accurate, timely, and relevant
- Work with other staff to showcase creative assets such as copy, photography, video, and graphic design for digital distribution
- Ability to maintain and demonstrate a high level of confidentiality