



Example of Digital Communications Specialist Job Description

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Our growing company is hiring for a digital communications 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 digital communications specialist

- Coordinate with project systems on web content strategy and development
- Provide input into the creation of the Market Brand Calendar, including Omni-channel activation. Create the seasonal and annual brand marketing strategy and activation plan including fitness marketing partner and attack strategy, landing the Global priorities and significantly improving Brand KPIs
- Develop, plan and manage Business Unit event activation by close working with Brand Communications, Brand Activation team
- Deliver the best possible sell-in tools together with Trade Marketing, Retail Marketing, and Fitness Marketing teams (advertising, media, trade marketing, own retail marketing, e-com, consumer-facing events, PR and social tools) for the category and augment where needed with Global approval
- Oversee Myraid.com, developing and implementing a content strategy
- Publish content for both internal and external audiences (via Enterprise Portal, internal networks and swissre.com)
- Compile and distribute internal and external newsletters using existing newsletter tools
- Track and report metrics from digital campaigns using Google Analytics
- Running and reporting results on various surveys using Qualtrics
- Leverage an effective mix of social media channels to position the topic across all global regions

- Able to work under regular deadline pressure and manage multiple projects across multiple lines of business
- Broad and deep knowledge of the digital media landscape
- Strong leader and problem-solver
- Experience working with graphic designers and web developers to create digital products (infographics, GIFs, memes)
- 2-3 years of email marketing or digital marketing preferred
- Strong project management skills with the ability to understand business needs, provide viable and innovative solutions to problems, set clear expectations and effectively work with a multi-disciplinary team