



# Example of Digital Communications Specialist Job Description

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

- Manages our email communication program for distribution, field sales and customer outreach
- Maintain a library and archive of all multimedia materials – photo, video, web-based applications
- Manage and deliver projects related to ecommerce, design and new product introduction
- Support quarterly acquisition campaigns
- Improving the overall user experience of the site to ensure it keeps up with the needs of the business
- Strengthen ecommerce capabilities of the website
- Collaborates with internal and external stakeholders to creatively solve problems
- Brief and change requests writing and creative assessment
- Interacting with product, technology, legal and pricing departments to ensure business objectives are aligned
- Interacting with other Marketing Communications disciplines to delivery fully integrated campaigns

## Qualifications for digital communications specialist

- Requires travel by air or car on occasion

- Ability to interact with client and senior management
- Demonstrated experience with online communication technology including website, social media, blogs and email marketing systems
- Experience with a range of writing styles