



Example of Digital Communications Specialist Job Description

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Our growing company is looking to fill the role of 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

- Strong Excel knowledge and application
- Write, ghostwrite, edit or repurpose copy for multichannel use (websites, social media, apps, email marketing and print collateral)
- Develops wide variety of communication and collateral pieces, including employee and newsletters/e-newsletters, new clinic launch communication plans, sales, marketing pieces, and service line product/service sheets
- Engage with Reputation Management account managers and participants to consult, develop and analyze blog content strategy
- Work closely with Search Engine Optimization (SEO) and Analytics team on keyword research and other relevant tasks
- Write, edit and proofread content- for internal and external use
- Complete assignments within required deadlines
- Develop and maintain an social media editorial calendar
- Continuing education related to digital marketing trends
- Research, track and report digital analytics

Qualifications for digital communications specialist

- Attends work on a consistent, continual and punctual basis
- Knowledge of various research methodologies, including surveys, focus groups, and design thinking preferred
- Ability to write for diverse audiences including disability community preferred

- Creative, innovative, team player with high energy and able to work with minimal supervision