



Example of Digital Communications Job Description

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

Responsibilities for digital communications

- Ensure the consumer communication is aligned to the editorial, corporate, brand and marketing strategy for DNI
- Act as key point of contact and strategic advisor to senior stakeholders on all digital communications and reputation management
- Keep up to date with current web trends and developments and ensure we remain timely and current in our use of digital media
- Support Senior stakeholders and leadership team in internal communications for digital as required
- Conceive and deliver local, regional and global digital communications plan and solutions, advising on best practice for the wider communications team
- Identify and manage strategic digital relationships with key media owners
- Produce digital corporate communications content, including covering, social media platforms, email campaigns, online advertising
- Work closely with the DNI digital team and marketing on devising and overseeing the digital communications strategy, which will include the creation of strategic digital alliances
- Devise and execute an audience acquisition strategy primarily within the digital space
- Responsible for developing DNI PR initiatives involving social media PR tactics to support integrated marketing campaigns

Qualifications for digital communications

relations, or other related discipline or equivalent working experience in progressively responsible professional work in communication/information fields

- Five years of progressively responsible professional work experience in communication/information fields
- Ability to initiate and manage a continuing editorial process and to conceptualize and execute the online packaging of content
- Online Production Tools - Demonstrated proficiency with graphic design principles, industry-standard web applications, and multimedia production
- Online Performance Measurement and Impact Analysis - In-depth proficiency in online usage data, trends and analysis results
- Project management Experience managing deadlines and maintaining many projects simultaneously