



# Example of Digital Communications Job Description

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Our company is growing rapidly and is hiring for a digital communications. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for digital communications

- Analyse the effectiveness of digital content and strategies through different routes such as search engine optimization to reach external audiences via blogs, social media channels
- Review and ensure all communications are impactful and positively represent the company's brand and image
- Support Senior Management and DNI Comms team on internal and external crisis situations, including proactive planning for high-risk events including live events through to coordination and crisis management in response to unknown situations, including program criticism, talent issues and political/commercial situations
- Oversee internal communications activities for DNI in partnership with Digital Media, HR and DNI Comms
- Develops and manages budgets to support all communications efforts externally
- Oversee online acquisition channel experience and volumes including client experience, analysis, reporting
- Create an agile test and learn digital marketing environment that improves consistently, accelerates time to revenue and significantly increases revenue, operating profit, acquisition and retention rates and maximize ROI in the Online channel by identifying growth opportunities, initiating projects and setting strategy to enhance the client experience including
- Identifying emerging best practices and technology solutions for inclusion in

- Acts as a key influencer and decision maker across multiple business lines to deliver cross-channel solutions by leveraging online capabilities and infrastructure to meet goals
- Oversee intranet and internet site governance and performance, train and share best practices with virtual team of support functions in Golder locations around the world

### **Qualifications for digital communications**

- Proactive problem solver who knows when to ask the right questions
- Experience in website CMS use and management of web-based projects
- 3+ years experience web design
- Must be highly organised & able to work unsupervised
- Experience with online marketing and email marketing systems
- JQuery, JavaScript, coding, and design skills