



Example of Digital Communications Job Description

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Our company 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

- Work with PR and Marketing to curate digital content that attracts and engages major sources of inbound traffic
- Gather qualitative and quantitative user feedback from mobile and web applications and distill it into insights to create and optimize customer journeys
- Keep abreast of industry trends and emerging technologies through continuing education or research
- Manage digital content and metadata for digital asset library
- Help lead usability testing and research
- Embrace the creative process through discovery
- Manages conversations and issues in social media
- Creating attractive, user-centric print collateral (including infographics and service brochures)
- Research, draft, and edit content to be used across the office's digital platforms including email, digital signage, presentations, intranet
- Review existing photo and video libraries and identify material useful for the digital fundraising campaign

Qualifications for digital communications

- In-depth knowledge and understanding of the digital world and the role it plays in extending reach and creating brand encounters
- Ability to work with and influence senior executives, and multiple

- Demonstrated ability to work under pressure, to meet tight deadlines within the budgetary constraints, and to handle multiple projects simultaneously and autonomously
- Ability to think creatively and generate new ideas
- Must be an independent and strategic thinker who is a strong team player and willing to take on additional responsibilities as necessary