



# Example of Digital Communications Job Description

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Our company is hiring for a digital communications. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for digital communications

- Develop campaign specific infographics in English (and Thai with support from national communications officer)
- Analyze social media audience and define target groups for various campaign themes
- Develop concepts and story boards for campaign videos in English (and Thai with support from national communications officer)
- Creates all outbound communications for a private equity country club located in Marin County, CA
- Creates and implements marketing strategies and tactics to sell memberships and promote brand awareness
- Support department heads with communication objectives and point person on all written club communications
- Responsible for content posted on our website
- Manage the workflow and schedule for promotional email campaigns
- Coordinate email content and assets executed across campaigns
- Work with design & development team on email creative development and review with legal

## Qualifications for digital communications

- Must be solution and team oriented with the ability to build trust and influence all levels
- A good knowledge of the entire media landscape
- Demonstration of consistent delivery within the digital space, internally and

- Outstanding communication skills - Both written and verbal with the ability to engage non-digital and digital savvy audiences
- Experience of web analytics, tracking and measuring tools with the ability to interpret digital metrics
- Ability to work and thrive in a global, highly-matrix environment