



# Example of Digital Communications Job Description

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Our innovative and growing company is searching for experienced candidates for the position of digital communications. 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

- Assist in the conceptualization, writing and development of branded collateral materials (e.g., quarterly e-newsletter, brochures, donor impact reports, and special event promotions)
- Contribute to weekly meetings with The Foundling's PR team and help advance efforts to secure media coverage of initiative, programs and The Foundling's work
- Draft, schedule and disseminate organization-wide communication updates to internal staff
- Work with the director of communications to engage and attract strategic partners (companies, brands, individuals) to lend their name and volunteer their efforts to advance The Foundling's brand
- Collaborate with stakeholders to develop innovative digital experiences
- Develops, leads, and motivates Digital Communication staff
- Formulates and manages annual operational and financial budgets as they relate to communications and marketing objectives
- Develops and implements an overall communication strategy with plans, tools, and publications for an assigned area for both internal and external audiences and creates a unified message integrated from multiple internal sources and stakeholders
- Implements corporate crisis management strategy for assigned area
- Contributes to strategy for rolling out and managing changes to internal communication processes, including both strategy and messaging

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- Highly organized and able to juggle multiple accounts in a fast-paced environment
  - Experience working in a creative team and has the ability to think big
  - Minimum 8 years of digital communications/agency experience to include social media, internal and external communications
  - Ability to work on a wide range of projects at once and be flexible and nimble
  - Advanced understanding of digital and traditional communications strategies and tactics with a demonstrable interest in social media tools and trends
  - Experience with listening engagement tools such as Radian6 or Sysomos