

Digital Media Specialist Job Description

- Establishing the organization's web presence in order to boost or promote brand awareness
- Conveying the set advertising target or goals, schedules, and deadlines to team members
- Maintaining a strong and effective online company voice through social media
- Staying abreast or up-to-date with digital media trends and developments
- Liaising and working in relation to marketing, sales, and product development teams in order to ensure effective and efficient brand consistency
- Providing training to service users on how to use content management systems
- Effectively overseeing, monitoring, and analyzing the performance of several digital channels
 - Ensuring that communications are developed across their corporate digital channels, which may include ensuring that corporate website is up-to-date, relevant, and on brand
 - Delivering advice to internal teams on the most effective and efficient way to publish their digital content
- Ensuring that government policies, standards, and procedures for digital content accessibility are strictly adhered to.