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# Example of Communications Leader Job Description

Our growing company is looking to fill the role of communications leader. 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 communications leader

* Develop the long term strategy and plan for communications on an Asia Pacific level for Greater China markets
* To manage the organization’s publicity and promotion of corporate functions including but not limited to media exposure at seminars, conferences, exhibitions, events, client visits
* Produce high quality press releases, commentary on our funds, performances and news within the Asset Management industry
* Liaise with senior management and spokespeople in front of the media during interviews and press briefings
* Give strategic direction and set guidelines for the PR agency
* Prepare speeches, write-ups and PowerPoint presentations for senior management as required
* Work closely with compliance teams and other investment centers, desktop publishing vendors in the production of communication materials
* Write and manage the internal communications pipeline of emails, articles, presentations, corporate material and coordinate quarterly town halls and internal events
* Be an integral part of the Asia Pacific brand guardian team
* Liaise with global counterparts on communications planning and dialogue to align firm wide initiatives as appropriate

## Qualifications for communications leader

* Develop a train the trainer program to enable units to analyse their own data and
* Proven track record of effectively interacting at all levels in a matrix organization from senior-level executives to all other employee groups
* Well-developed abilities in the areas of diplomacy and negotiation
* Familiarity with the processes and procedures of both trade and business media
* Bachelor’s Degree with at least 2 years of experience OR Master’s Degree with 1 year of experience OR a Ph.D
* University degree in Marketing, Communications or a related field