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# Example of Communications Leader Job Description

Our innovative and growing company is hiring for a communications leader. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for communications leader

* The Marketing Communications Leader will help revolutionize the world of additive design and manufacturing across various industries and markets
* The person in this role will work with product leaders, commercial, marketing, and other key business teams to craft high-impact value proposition messaging, create success stories, develop thought leadership positioning, and collaborate with team peers to amplify messaging through all relevant channels
* You also will measure and improve performance across all communications channels and activities, increasing share of voice, reach, traffic, lead-generation and revenue marketing
* Ensure Region Communication strategy is aligned with Corporate Communications CoEs in HQ
* This individual will collaborate with the Medical Devices team on external communication opportunities and issues related to key platforms
* Work with Latin American management team and other key stakeholders, listening to their needs, and translating needs into appropriate actions (within company standards) by creating targeted communications for measurable results that fit to the overall global messaging plan
* Track and measure the level of engagement resulting from communication efforts over time
* Lead development of a business wide global external marketing communication strategy, encompassing our branding, thought leadership, public relations, advertising and digital presence
* Identify opportunities to increase brand preference and loyalty
* Develop strategic external communications as needed for the business leadership team

## Qualifications for communications leader

* Financial Services and Technology experience is a significant plus
* Bachelor’s degree is required, preferably in Business or Communications
* Able to align and integrate communications strategy with business strategy
* Ability to research, develop, deliver and measure communications strategies and plans
* Very strong business acumen, and ability to assimilate strategic information and convert it into clear and concise messages that colleagues can understand
* Expertise in communications concepts, practices, strategies and tactics based on understanding of key audiences and corporate objectives