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# Example of Director, Marketing & Communications Job Description

Our innovative and growing company is searching for experienced candidates for the position of director, marketing & communications. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director, marketing & communications

* Recommend and implement appropriate marketing research and analytic initiatives to support the SBS brand and business building objectives (student recruitment, philanthropic goals)
* Pitches “big picture” stories focusing on hard news and research
* Seeks, cultivates and maintain regional media relationships with traditional and emerging media
* Develops and oversees implementation of the Communications and Marketing Plans for assigned territory and serves as communications and marketing consultant to staff and volunteers
* Identifies and secures formal media partnerships for various events, campaign and cause initiatives
* Executes social media plans and campaigns and stays informed of latest trends
* Recruits, trains and manages volunteers for media spokespersons and human interest stories
* Responsible for implementing all communications, processes, policies, and best practices
* Assist with establishing and maintaining editorial standards
* Control schedules

## Qualifications for director, marketing & communications

* Writer/copywriter experience strongly preferred
* Previous experience in an ad agency or technology company strongly preferred
* Must have excellent written and verbal communication skills, including the ability to confidently present ideas in front of a diverse audience
* Must have experience developing marketing campaigns and collateral materials
* Must be fluent with Mac computer systems and word processing, including Microsoft Office
* Must have familiarity with Web content management systems