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# Example of Manager, Marketing Communications Job Description

Our growing company is searching for experienced candidates for the position of manager, marketing communications. 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 manager, marketing communications

* Evaluate effectiveness of communication by conducting and developing surveys, inquiries and other elements of the communication performance management, including analytics from CoE partners
* Working with FSS, manage coordination, execution and follow-up analysis of customer events and trade shows, including DistribuTECH and customer events
* Manage relationships with internal counterparts, agencies, suppliers, control quality, delivery and service, and channel feedback as required by specific marketing communications projects, in full alignment with Digital Grid Marketing
* Contribute to and support U.S. messaging, positioning, and communications approach for cross-divisions projects on an assigned and as needed basis
* Create and manage marketing communications materials to support sales and business development activities, including sales documents, application notes, success stories, technical documents, product videos
* Providing on-going strategic and tactical leadership to help develop results-driven trade and end-user direct marketing and sales promotion programs
* Make the owners' newsletter (quarterly) internal communications materials
* Create marketing materials including brochures, advertising, pop up stands, ‘leave behinds’, promotional merchandise
* Oversee branding and sponsorship
* Manage all business trade events

## Qualifications for manager, marketing communications

* Experience in US media is required
* 7 years of experience within a Marketing/Communications role within financial services (ideally from an investment management firm or investment management division of a bank, as industry knowledge/understanding is required)
* Exceptional written and verbal communication skills and the ability to communicate complex ideas simply and creatively
* Bachelor’s degree in Business, Communications or/and engineering degree
* 8 plus years’ experience in marketing / corporate communications
* Strong knowledge of marketing communications practices and techniques coupled with a creative and entrepreneurial style and willingness to explore new ideas