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# Example of Marketing Communications Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of marketing communications manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing communications manager

* Develop customer-focused messaging and positioning strategies
* Develop marketing/communications programs - channels, tactics and timing
* Coordinate media relations, internal, external and/or communications
* Work with human resources to plan and execute communication strategies surrounding internal initiatives, including intranet updates, employee communications, engagement events
* Manage/execute external/internal communications strategies including website, email marketing and communications, press releases, social media, photography and video, engaging the organization’s various constituencies and reinforcing brand identity
* Copywriting for various marketing materials, including product sheets, brochures, banners, fact sheets, email marketing campaigns, promotional emails
* Manage/execute design and production of various publications and marketing collateral including, e-newsletters
* Manage content of all social media channels including Twitter, YouTube, Linkedin, Instagram, Pinterest, Tumblr, blogging platforms
* Monitor trends in social medial channels
* Work with the Digital Marketing Manager to utilize social media to help optimize search

## Qualifications for marketing communications manager

* Employs both standard marketing techniques new, creative marketing concepts, methods and platforms appropriate for commercial real estate such that it continually raises the bar for our brokers and aids them in business development, including client event planning
* Must be able to prioritize and handle multiple projects simultaneously, perform in a fast paced environment and maintain a high level of detail and accuracy
* Works very effectively in a cross-functional team environment, as team member or leader
* Bachelor’s degree and at least 5 years of marketing experience
* Bachelor’s Degree in English, Marketing Communications, Advertising or Business is required
* Minimum of 7 years of hands on experience in writing and or designing executing marketing communications programs at a strategic and tactical level is required