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# Example of Marketing & Communications Job Description

Our growing company is hiring for a marketing & communications. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing & communications

* Supports the effective communication of BU value propositions ensuring communication and brand positioning consistency
* Develops creative content for advertisements with key BU marketers
* Coordinates and attends various trade shows and exhibitions to ensure effective lead generation
* Coordinates all aspects of trade show media relations, including press conferences, media interviews, media kit development and media coverage placements
* Supports the successful management of key meetings such as sales meetings, general manager meetings, customer site visits, facility openings
* Monitors and benchmarks competitive communications strategies and tactics
* Follows up on projects through meetings and timely communications with product and line of business managers
* Executes projects based upon an approved project plan, and provides ongoing project support through all phases of production with agencies, printers, data processing vendors, lettershops and other vendors
* Uses database, MS Office and other software programs to create, audit and manage customer and non-customer lists
* Interacts with data processing vendors and third-party list providers, and supports the auditing of their work

## Qualifications for marketing & communications

* An opinion on the Oxford comma and the correct use of the em dash a plus
* 7+ years of work experience in a B2B industry
* High degree of customer orientation with proven ability to generate content and creative ideas tailored to multiple audiences
* Ability to manage multiple, complex projects simultaneously, on time and within budget
* Experience managing outside vendors and creative agencies
* Highly collaborative across teams