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# Example of Senior Manager, Communications Job Description

Our innovative and growing company is looking to fill the role of senior manager, communications. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior manager, communications

* Represent the company’s “tone of voice” and apply it through all Field Marketing communications (from social media, consumer support, blog articles)
* Develops strategic overall communication plans for INFINITI models in close coordination with other key stakeholders (i.e., product planning, CMM, marketing, sales operations, corporate communications, internal communications and the social media team)
* Meet regularly with US marketing and communications teams to help in planning the global and local project and promotions calendars, report on local activities, and ensure UK needs are represented
* Work with staff across the Network to help conceptualize, coordinate and implement Network UK marketing projects
* Responsible for writing and deploying UK Coach messaging across communication channels and platforms
* Assist in managing and maintaining the UK Coach Office site, Coach email campaigns, and other Coach tools, as needed
* Interface with company management, sales department and/or advertising agencies to develop and implement communications programs
* May be responsible for copy writing and layout of advertisements
* Maintain advanced knowledge of marketing communications professional field
* Lead the development and execution of Marketing Communications strategies and initiatives for the Moen brand that will appear within the showroom environment and is targeted at the plumber

## Qualifications for senior manager, communications

* Excellent organization, interpersonal, and written and verbal communications skills
* Ability to anticipate necessary next actions and accept responsibility for moving projects toward completion
* Bachelor’s Degree in marketing, advertising, communications or related discipline strongly preferred
* Strong interpersonal skills and ability to work successfully at many levels within an organization
* Takes initiatives and ownership of work and good at multitasking
* Working knowledge of using various communication channels such as videos, mobile, social networking sites