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# Example of Senior Marketing Communications Job Description

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

## Responsibilities for senior marketing communications

* Partner with internal and external agencies, marketing, legal and vendors to develop and deliver projects in both a timely and cost effective manner
* Manage a large annual capital budget
* Ability to build and present to senior executives
* Design, develop and manage the brand’s successful Public Relations strategy in both the business and consumer press
* Integrate all areas of the business into a comprehensive internal and external communications strategy, including frequency, cadence and content mix
* Manage the brand’s overall industry events strategy (in excess of 10 external events)
* Manage the brand’s internal events strategy, inclusive of Fusion, Owners’ Retreat and APEX
* Manage the brand’s sponsorship and event marketing activities and budget
* Oversee the development of the brand’s event marketing manager and ensure excellence in event execution and management of event marketing budgets
* Work with Business team to understand and build the OneSource value propositions, brand strategy and key messaging associated

## Qualifications for senior marketing communications

* 10+ years of marketing/communications experience within the retail/luxury industry
* Proven experience and know-how in digital marketing
* Demonstrated experience with global or large scale communications projects
* Bachelor's Degree in English, Communication, Journalism, Marketing, Advertising or closely related field
* Knowledge and experience with fundraising principles, marketing and communications principles and industry trends
* Demonstrated experience in providing communications advice and strategies to chief executives, crafting and disseminating executive communications