Downloaded from <https://www.velvetjobs.com/job-descriptions/vp-communications>

# Example of VP, Communications Job Description

Our innovative and growing company is searching for experienced candidates for the position of VP, communications. 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 VP, communications

* Monitor their effectiveness and adapt as appropriate to changing business needs and environment
* Leading PR, Analyst Relations, Social media, Events & Partner marketing globally which includes ~10 people and growing
* Leading company PR strategy and day-to-day management, including managing agencies, launches, crises
* Overseeing analyst relations and industry relations
* Managing events and social media team
* Growing partner marketing function to leverage key relationships
* Measuring team and individual performance and setting targets
* Working with key partners to bring joint propositions to market
* Communicating – through writing, presenting, video, successfully engaging people from different roles and regions
* Part of the marketing leadership with permission and expectation of making the whole of the business better

## Qualifications for VP, communications

* Self-starter/strong initiative
* Ability to analyze metrics and draw actionable conclusions
* Accelerating the professional development and career growth of direct reports and beyond
* Experience in leading large change communications programmes
* Must have extensive experience of marketing (preferably to institutions) within financial services, and/or business-to-business work experience
* Experience with European financial institutions especially helpful