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# Example of VP, Communications Job Description

Our innovative and growing company is looking to fill the role of VP, communications. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for VP, communications

* Engineering the pitch story and sequencing of product communications to clients
* Mapping the sequence of how and when to use specific branding tools and resources
* Ensuring global coordination and consistency of brand communications, adapting to regional markets
* Sharing communications best practices
* Managing relationships with global sales and local marketing leads around the world
* Developing compelling marketing communications to reinforce brand strategy/positioning
* You'll work with interesting and committed colleagues committed to achieving our vision
* Develop and implement a pro-active external communications strategy for the Corporate & Investment Bank for Southeast Asia
* Promote the firm’s Treasury Services, Global Trade and Loan Products and the Corporate Bank in Asia pacific
* Develop the media communications strategy and key messaging for these businesses in conjunction with its senior executives

## Qualifications for VP, communications

* 7+ years of broad, marketing communications experience
* Identify, develop and maintain relationships with key local, regional and global press organizations, effectively manage day-to-day media engagement activities
* Act as the key advisor and counselor to the business on all media related communications
* During crisis situations, effectively drive the media communications’ strategy
* Partner with various disciplines to identify innovative platforms and channels to promote the businesses
* Work closely with Communications colleagues in other markets to ensure consistency