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# Example of VP, Communications Job Description

Our innovative and growing company is looking for a 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

* Develop and lead consumer press strategies for Smithsonian Networks
* Counsel programming, production and scheduling departments on media exposure to promote the network’s slate of original series, specials and stunts that define the brand, communications plans that maximize viewership
* Oversee compelling materials for press kits, stunts, special events and other PR assignments
* Supervise all aspects of special events, including press stunts, conferences, events, screenings, media tours, promotional visits and local marketing activities
* Day-to-day supervision of Smithsonian Networks PR Director, outside PR agencies and consultants
* Responsible for service level of entire Vizeum product throughout North America, at the client divisional level, including staffing, resourcing and financials
* Primary contact for senior Brand Management (AMD, MD) and North America Media and Marketing
* Lead negotiator in team deliverables and evaluation criteria with Brand and client’s Corporate management
* Quality control over all strategy/implementation/integration issues
* Balance needs of Vizeum and Aegis Media resources, with a responsibility to facilitate and foster relevant partnerships

## Qualifications for VP, communications

* Flexible, responsive and able to adapt to rapid market developments
* Ability to work independently within a strong team-based culture
* Can prioritize tasks in a fast moving environment
* Strong people skills and able to maintain objectivity under pressure
* Min 10 years experience gained in an agency with a financial sector focus, financial / banking institutions or financial journalism
* Degree or equivalent is required