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# Example of VP, Communications Job Description

Our company is growing rapidly and is hiring for a VP, communications. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for VP, communications

* Manage, mentor, develop and retain talent
* Create, educate, and execute a strategic communications plan that supports the company’s long-term brand and business goals here-and-now marketing needs
* Implement, manage, and communicate PR and comms metrics--and act on results to shape maximum positive brand awareness and favorable client acquisition/retention impact
* Ideate and architect a plan, processes, and structure for a corporate blog and corporate social media channels
* Support executives for their speaking and publicity needs--including content development and media/speaker prep/training
* Execute communications programs for multiple, diverse audiences in a fast-paced, dynamic organization
* Partner with other marketing leaders and company groups to make sure PR/Comms is in lockstep with and fully leverages other initiatives and programs
* Coordinating new Rail investment projections and associated new volume revenue forecasts for both the North American and European rail portfolios
* Communicating business conditions and strategies to various internal/external stakeholders (Executive Management Committee, Risk, Finance/Treasury, Investor Relations)
* Monitoring and analyzing competitor fleets, events and developments

## Qualifications for VP, communications

* Leadership experience 10+ years managing a team on delivery and/or operations
* Demonstrated ability to work cross functionally especially in a matrix organization
* Demonstrated ability to work in fast paced/fast changing environment
* 10 years progressive responsibility and experience in telecommunications, software or related field
* Experience of working within various product development lifecycles/methodologies, ability drive efficiency and quality improvements
* Familiarity of BSS/OSS and network technology a plus