



# Example of Communications & Engagement Manager Job Description

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Our innovative and growing company is looking to fill the role of communications & engagement manager. 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 communications & engagement manager

- Develops targeted communications informing our subscribers of offers or special programming events to reinforce the SiriusXM value proposition and add value to benefit the subscriber
- Able to write quality grammatically correct copy quickly for emails
- Works seamlessly with Programming, Brand and Interactive to publish targeted and relevant communications to the SiriusXM subscriber base
- Manages engagement communications providing information on key programming events to drive engagements
- Working closely with design, production, merchandising and franchise teams and leaders to develop our product narrative and share compelling stories that inspire employees
- Bringing a fresh perspective to communicating across all channels, with a specific emphasis on how to best utilize digital communications to best tell a story
- Being both a strategist and an operator, directing and managing multiple internal "campaigns" to build awareness around and passion for the brand globally
- Partnering with HR and supporting leader communications by developing organization announcements, team tools, recruiting presentations and leader messages that reflect the voice and values of leaders
- Building and executing engagement events and recognition programs to rally

## Qualifications for communications & engagement manager

- Ensure that all communications to customers are timely and accurate
- 6-8+ years of progressively more responsible experience in directly relevant leadership roles in employee communications, program/project management, technical product management/marketing, and/or event planning, preferably in a global technology company or technology division of global financial services company
- BA/BS degree is required with preference for degrees in Business, Communications, Computer Science, Engineering, or related fields
- Outstanding communicator with strong writing and communications skills
- Highly skilled in the design and creation of a wide variety of new communications and reporting vehicles
- Excellent presentation, facilitation, collaboration and teamwork skills with demonstrated ability to gain trust, secure buy-in and influence change at all levels