



Example of Communications & Engagement Manager Job Description

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Our company is growing rapidly and is hiring for a communications & engagement manager. 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 communications & engagement manager

- Leads execution to secure editorial coverage in all appropriate media to support influencer partnerships
- Lead the planning and execution of all major press launches for the US and Canada
- Strategize and execute PR outreach for Canadian market
- Prepares creative and content briefs to lead negotiations with talent management and alignment with influencers
- Support Director/SVP in developing go-to-market strategy including influencer strategies in all communications programming
- Partner with Global Consumer Marketing to execute digital engagement strategy
- Develop program KPIs and reporting results for review regularly
- Lead and support diverse initiatives such as orientation, R&R initiatives and more
- Work closely with business partners and senior leaders to develop and implement internal communication strategies that support pan-Finance business objectives
- Solicit and gather feedback and distill it into actionable outcomes to support business activities, employee experience

Qualifications for communications & engagement manager

- Knowledge/interest in pop culture and mainstream entertainment a plus
- Understanding of HTML and dynamic publishing
- Strong technical understanding of data-driven messaging
- Overall responsibility for the consistency of messaging and tone of voice for the brand across all media channels (brand and, as far as possible, external)
- Overall responsibility for digital engagement and communications budget