



# Example of Customer Communications Job Description

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Our growing company is searching for experienced candidates for the position of customer communications. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for customer communications

- Manage multiple agency partners to enable the strategic vision for the industry, customers and shoppers
- Stewardship & alignment of strategic messaging and vision with senior leadership internally & externally through industry events
- Develop, coach, & inspire team and become an exporter of leadership talent
- Develops and implements marketing communications strategies, plans, programs and campaigns, including creative design and content development services, to support the company's and businesses' strategies, goals and objectives and effectively represent the organization and its products, services, solutions and brands to internal and external audiences
- Applies marketing communications strategies that support the marketing goals of the business to create an impression, raise awareness and build preference among target audiences for the organization and its products, services, solutions and brands
- Recommends and provides creative direction in messaging, channel selection and marketing mix to reach target audiences through demand generation programs and activities
- Create and execute PR plans for business in the media
- Brand custodian - ensuring that adherence to all brand guidelines are followed by every employee in all internal and external pieces of communication and collateral – print, online, digital
- Maintain good media relations across the country

## Qualifications for customer communications

- Seven to ten years business experience in PR, Marketing and Business Leadership
- Five to ten years experience in The Coca-Cola System preferred
- Experience engaging and influencing Senior Level Executives and Officers internally and externally
- Experience marketing leads with 15+ years of marketing experience in a fast-paced high-tech environment with a proven track record of delivering innovative, creative and integrated marketing communications plans
- Position based out of Palo Alto, CA
- Responsible for Marketing campaigns & event management