



Example of Mgr Communications Job Description

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Our growing company is looking for a mgr communications. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for mgr communications

- GHB and GIPMI Brand Strategy & Advertising Campaigns to play the lead role in coordinating cross-market, International campaigns as required serving and assisting the Head of Brand and Marketing Communications as the local agency (McCann and OMD) contact and working with the local business marketing contacts and the brand and IM marketing teams
- Brand Health to help identify current situational assessments, address gaps and opportunities, develop short-term and long-term solutions to help improve state of the brand across International markets and business segments
- Assist with the development and implementation of the Brand Governance process and new measures to ensure effectiveness of brand, training and communication efforts
- Assist with the development of International Brand Campaigns marketing communications plans and processes within the local market (if not existing) and coordinate with the International Markets Head and other Global Center of Excellence staff to ensure timelines and holistic marketing communications plans
- Assist with implementation of a centralized process for name development for products and services that ensure naming is aligned with the Global guidance and standards
- Ensure application and usage implementation of the process behind the Brand Portal and Digital Asset Management tool within the local markets to ensure that it is properly and fully used in the development of campaigns and communications

- Potential to support and be involved in global events and other B2B related events/forums
- Ensure appropriate use of tools to track and monitor the performance of assigned projects
- Provide constant, ongoing communication with International Head of Brand, the broader brand team and key partners including line operations and management as appropriate to ensure barriers/obstacles are addressed and removed and to offer continuous process improvement necessary support are always provided

Qualifications for mgr communications

- Familiar with ADKAR or other change management methodologies and best practices
- The candidate should drive innovation and creative approaches for reaching target audiences and achieving and measuring desired outcomes/actions
- 8-10 years of professional work experience in a business-to-business marketing communication role
- Robust marketing communication and promotional writing experience, demonstrated by a solid professional communication portfolio of past business-to-business, multi-channel marketing communication work that includes online, email, and direct mail communications
- Ability to work quickly under pressure and manage individual/staff deliverables under tight deadlines
- Bachelor's degree in communication, journalism, or a related discipline