



# Example of Senior Communications Manager Job Description

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Our company is hiring for a senior communications manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for senior communications manager

- Drive all creative elements of conference products including event brand, look and feel, creative templates
- Improve the effectiveness of operational and technology updates and changes for GTI, T&O and lines of business across the enterprise
- Develop, drive and measure results for integrated, long-term external communications plans showcasing products, tools and services
- Coordinate media outreach, leveraging key contacts and managing relationships to ensure media coverage in national and regional dailies, wires, business periodicals, broadcast media, online/social media outlets, industry trades and consumer publications
- Draft communications materials to include strategic plans, press releases, media alerts, speeches, social media content and other communications documents for consumer and business audiences
- Main point of contact for business unit Vice Presidents / General Managers
- Partners with product marketing, commercial teams and global communications colleagues to develop and execute a marketing communications plan and campaigns for a specific business unit, with focus on new product introductions and supporting existing lines
- Responsible for business unit budgeting, problem solving and measurement
- Responsible for coordination with functional areas (eBusiness, Tradeshow, Public Relations, ) and regional counterparts
- Stays current on communications developments and best practices

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- Minimum 10 years' executive communications experience in a corporate or agency environment
  - Demonstrated success in developing thought leadership collateral, using numerous data points and getting input from subject matter experts
  - Experience with producing, publishing or preparing creative slide presentations, backgrounders, talking/message points, articles, reports, emails, video scripts, executive summaries, blog posts, infographics
  - Bachelor's Degree in English, Journalism, Communications, Public Relations or a related field
  - Master's Degree in English, Journalism, Communications, Public Relations or a related field
  - Experience or knowledge of CPA profession and/or financial service industry, or other technical field