



Example of Senior Communications Manager Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for senior communications manager

- Lead and coordinate Holden campaign creation process for all Holden carline brands
- Liaise with Product Marketing Team to co-ordinate activities to ensure quality output of all communication strategies
- Liaise with Market Research to ensure brand KPI's are met, brand imagery, consideration and purchase intention
- Work with Digital and DDS Team to ensure execution and outputs are in line with brand strategies in Digital channels
- Work in collaboration with other HEOR departments, Medical Affairs, Market Access and other commercial colleagues
- Partner with the therapeutic area Evidence Leads, the Research World Investigations research team, and the HEOR and Medical field teams
- Develop strategic communication plans that address the educational needs of multiple customer segments
- Deliver health economic evidence and a demonstration of the product value proposition
- Maintain an active working knowledge of the numerous traditional and non-traditional, innovative channels for communicating with customers
- Manage projects and recruit/supervise external agency partners, as appropriate to ensure timely delivery of tactics

Qualifications for senior communications manager

communications programs and initiatives

- Science industry experience a plus
- Excellent PowerPoint and MS Office skills
- Ability to work with product management, business leaders and other from across the organization
- Experience in non-computer facing employee communications
- Sense of humor and flexibility are key