



Example of Senior Manager, Communications Job Description

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Our innovative and growing company is hiring for a senior manager, communications. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for senior manager, communications

- Participate in cross-functional USMA strategic planning meetings and reviews to provide context to annual and longer-range communication and engagement objectives, strategies and related tactics
- Work with your manager, customers, partners and other stakeholders to lead development and implementation of communication and engagement strategies, plans, programs and tools to advance the organizational vision and objectives and strengthen the organizational culture
- Act as a primary contact for all assigned USMA communications and engagement projects
- Define, scope and structure USMA Communications & Strategic Relations projects and other ongoing assignments/responsibilities, which includes effective and efficient project management and oversight of internal and external partners and vendors
- Execute projects that translate USMA's value and culture into visually impactful, accessible, and engaging content in multiple formats
- Develop and implement regular and ad hoc communications and materials to support the continued communication and updating of USMA's vision, strategy, plans, objectives and progress to internal teams and other relevant parties
- Build and maintain relationships with key internal and external partners and stakeholders

across the company

- Owns the communication and change management metrics
- Supervises in-house staff (2) and external vendors

Qualifications for senior manager, communications

- Craft and enhance the marketing strategy for moving the prospect through the purchase process
- Effective researching, writing and editing
- Strong script and speechwriting
- Ability to spot trends in business, academia, careers and relate them to accounting profession
- Ability to translate complex and/or technical information into thought leadership messaging
- Ability to present complex and/or technical information visually (slides, infographics, images, charts/graphs)