



# Example of Senior Marketing Communications Job Description

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

## Responsibilities for senior marketing communications

- Liaise with external partners and vendors PR agencies and production house
- Develop stunning, innovative and user-focused websites and CMS templates
- Create compelling interfaces using a range of front-end technologies, with progressive enhancement and graceful degradation in mind
- Execute thorough QA and ensure functionality and accessibility for all users, anywhere
- Work with visual designers to support user experience, visual design language and branding
- Interpret design and UX assets (wireframes, comps) as code
- Oversees, coaches, motivates and develops team including Market Intelligence, Creative and Content roles in the marketing team
- Provides guidance and direction on all marketing related campaigns and activities
- Be an active member and thought leader within the enterprise-wide marketing team
- Drive and execute field marketing and event marketing strategies, to meet and exceed MQL and SQL targets

## Qualifications for senior marketing communications

- Excellent communication and consulting (verbal, written) skills
- Creative problem resolution skills and solid interpersonal skills are essential

- Minimum 2 years of experience in a communications role or writing for sales, B2B, promotions, beauty and women
- 4+ years of significant involvement in an integrated Marketing Communications role
- 8+years experience in the entertainment communications field