

## **The Communication Job Description: Samples and Guidelines**

Job descriptions can be very helpful. While many countries do not legally mandate employers have job descriptions, the reasons for having them are numerous; they can

- identify responsibilities
- help clarify purpose
- establish performance requirements
- help with assigning titles and pay levels to a position
- assist with recruiting and career opportunity development.

If you choose to have a job description, insure that it meets your country's legislative employment policies regarding labor laws, unionization, and discrimination on the basis of disability, gender, age and race. Additionally, in many countries, aside from their functional responsibilities, directors have personal liability for their organizations activities. This accountability must be included in a director-level job description.

Your description should list all the essential functions of the position and indicate

- the time spent on each function
- the job title
- the objective
- essential responsibilities
- specifications/requirements
- accountabilities
- relationships

Job descriptions should

- Be kept up to date
- Have, clear, accurate and sufficient information
- Use action verbs
- Clarify the who, why, how and how often questions
- Be unbiased

## **Job Description Format**

This format includes all of the information that should be in a job description. You can also refer to the sample job descriptions that follow the job description format.

**Title:**

**Reports to: (direct report only)**

**Supervisor's Name:**

**Division/Location:**

**Grade Level:**

**Salary Level:**

**Primary Function/Purpose/Objective:**

This section should include overall information on the department, including its role and position in the company's structure.

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This section should also include the broad function and scope of this specific position, including long-and short-term goals.

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**Primary Responsibilities (Essential Functions):**

List the principal continuing responsibilities of the position in order of importance. These should be short and concise. Also, include the percentage of time spent on each.

**Responsibility**

**Percentage**

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**Total:**

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**Other Functions:**

This refers to any responsibility or function that takes 5% or less of an employee's time.

<b>Responsibility</b>	<b>Percentage</b>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
<b>Total</b>	_____

**Does these positions have direct reports?**

If so, list the title of each direct report.

_____	_____
_____	_____
_____	_____
_____	_____

**Key Relationships:**

1. What key leaders does the person work with on a daily basis?

_____	_____
_____	_____
_____	_____

2. What are the key working relationships or clients?

_____	_____
_____	_____
_____	_____

3. What is the most likely next position for this person?

\_\_\_\_\_

4. Who sets priorities for this position?

_____	_____
_____	_____

5. Who is the performance manager?

6. \_\_\_\_\_  
Who is in charge of competency/skill development?

\_\_\_\_\_  
\_\_\_\_\_

**Job Requirements:** Try to keep these as flexible as possible. You do not want to preclude yourself from looking at all qualified candidates.

**Education:**

**Years of Experience:**

**Specific Skills:**

**Knowledge/Related Skills/Licenses:**

**Other Requirements (including Physical Demands):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Sample Job Descriptions

**Title:** Vice President, Communications  
**Reports to:** Sr. Vice President, Communications  
**Supervisor's Name:** Marie Raperto  
**Division/Location:** Corporate Communications, New York Office  
**Grade Level:** Management Level 14  
**Salary Level:** \$125,000 - \$135,000 - \$145,000

### **Primary Function:**

This position will be responsible for creating strategic initiatives to further knowledge, understanding and loyalty to the company and its products. Reporting to the Sr. Vice President, Communications, this position works closely with senior level, internal clients in helping to shape and meet their short- and long-term goals.

### **Primary Responsibilities:**

1. Develops and implements comprehensive corporate initiatives in partnership with Corporate Sales/Marketing, Government Relations, Research, International Operations and Human Resources.
2. Implements communication strategies to enhance the public perception of XYZ Corporation in support of branding goals and driving brand strategy in primary and secondary markets. Develops measurement tools to assure goals regarding perception strategies are met.
3. Responsible for all aspects of XYZ's internal and external communications, including publications, content of web site, video programs, newsletters, public service announcements, and relations with print and electronic media.
4. Regularly supervises department employees. Establishes performance standards, monitors performance on an ongoing basis and identifies staff training opportunities.
5. Partners with all divisions/departments to assure all marketing materials support the company's strategic direction.
6. Provides media training to key management to enhance their effectiveness in representing the company.
7. Acts as company spokesperson when appropriate.

**Time: 90%**

### **Secondary Responsibilities:**

1. Attends meetings and serves on committees to support communications projects and plans.
2. Works with the Board of Directors and its committees, when needed.
3. Coordinates with Corporate Advertising to ensure strategic direction.

4. Serves as communications resource for the company.

**Direct Reports:**

Manager, Media Relations	1
Manager, Marketing Communications	1
Senior Writer	2
Manager, Internal Communications	1
Manager, Web Communications	1

**Total:** **6 direct reports**

**Key Relationships:**

1. **What key leaders do the person work with on a daily basis?**  
CEO, COO, General Counsel, Sr. Vice President – Communications
2. **Who are the key internal clients?**  
Vice President – Sales Marketing  
Vice President – HR  
Vice President – Government Relations  
Research Director  
International Business Unit Managers
3. **What is the most likely next position for this person?**  
Sr. Vice President, Communications
4. **Who sets the priorities for this position?**  
Sr. Vice President, Communications
5. **Who is the performance manager?**  
Sr. Vice President, Communications
6. **Who is in charge of competency/skill development?**  
Sr. Vice President, Communications

**Job Requirements:** BA/BS degree. MBA preferred

**Years of Experience:** Minimum 10 to 15 years professional corporate communications experience in either a corporate or agency environment.

**Specific Skills:** media training, supervisory experience, corporate spokesperson, strong writing.

**Knowledge/Related Skills/Licenses:** Knowledge of packaged goods helpful, project management skills, professional accreditation a plus.

**Other:** Frequent travel, often on short notice, both domestic and international. Must be able/available to work long hours should a crisis situation arise.

**Title:** Manager, Internal Communications  
**Reports to:** Director, Internal Communications  
**Supervisor's Name:** Marie Raperto  
**Division/Location:** Corporate Communications, Chicago Office  
**Grade Level:** Level 8  
**Salary Level:** \$60,000 - \$70,000 - \$80,000

**Primary Function:**

The Internal Communications Manager is responsible for working with the Director, Internal Communications to develop and execute a year-long series of timely, strategically integrated communications events to effectively communicate key messages to employee audiences internationally. Key programs include: the quarterly employee publication, bulletins, personnel announcements, senior executive letter, the employee annual meeting and presentations. This position also provides ongoing counsel and support to all businesses of the company.

**Primary Responsibilities:**

1. Manage creation and execution of annual meeting for employees.
2. Manage writing, design and production of quarterly employee publication.
3. Write, edit and coordinate distribution of all bulletins and personnel announcements.
4. Provide speeches and scripts for senior management.
5. Manage an editorial associate and oversee day-to-day workload.
6. Manage budgets and vendor resources.

**Time: 80%**

**Secondary Responsibilities:**

1. Serve as representative on key task force within the company.
2. Provide ongoing support to company business units on communicating critical issues such as reorganizations, issues and policies.

**Time: 20%**

**Direct Reports:**

Editorial Associate 1

**Key Relationships:**

- Interact with all levels of company employees at all locations.
- Works with senior management and communications personnel at all locations internationally.
- Works with and manages outside resources, including freelance writers, designers, printers, photographers, etc.

**Job Requirements:** BA/BS in communications or journalism preferred.

**Years of Experience:** 5 to 8 years of communications experience in a corporate environment.

**Specific Skills:** Previous experience with internal communications and experience in managing all aspects of publication development and production.

**Title:** Manager, Media Relations  
**Reports to:** Director, Communications  
**Supervisor's Name:** Marie Raperto  
**Division/Location:** Communication/Headquarters  
**Grade Level:** A  
**Salary Level:** \$40,000 - \$50,000 - \$60,000

**Primary Function:**

The Manager, Media Relations strives to publicize XYZ corporation's programs and services by placing news/feature items in press, radio and TV outlets. This position works in close collaboration with the Director of Communications and other members of the communications department.

**Primary Responsibilities:**

1. Collaborates with the Director to create and implement communication strategies, plans and programs including goals and objectives and the means to achieve them.
2. Works closely with Senior Management and departmental leaders on the planning and positioning of communications efforts for meetings, press conferences and other public/media outreach events.
3. Works with other departmental staff to establish clear and realistic performance expectations and objectives, provide timely and constructive feedback and identify opportunities to develop capabilities.
4. Responds to calls, complaints and inquiries from the press.
5. Oversees media relations activities, including preparation of new releases, contacts and placements. Establishes and maintains media contacts. Act as a spokesperson, when necessary.

**Time: 90%**

**Secondary Responsibilities:**

1. Attends meetings and classes, and serves on committees, to support communications projects and plans.
2. Provides support to ensure the department's consistent reporting through systems that track media relations and related projects.

**Time: 10%**

**Direct Reports:** 0

**Key Relationships:**

- Regular contact with staff in other departments.

- Regularly interacts with senior management.
- Regularly interacts with external contacts, including the media that directly affect the reputation and business dealings of the company.

**Job Requirements:** BA degree in journalism, public relations or related fields.

**Years of Experience:** Minimum of five years professional experience in journalism or media relations.

**Specific Skills:** Comprehensive grasp of oral and written communications, public relations, publicity placement and office procedure skills. Must also have a strong background in spokespersonship and project management skills.

**Title:** Speechwriter  
**Reports to:** Sr. VP, Public Relations  
**Supervisor's Name:** Marie Raperto  
**Division/Location:** Public Relations, New York and London Offices  
**Grade Level:** 22  
**Salary Level:** \$120,000 - \$130,000 - \$150,000

**Primary Function:**

The speechwriter coordinates, researches, writes, edits and obtains approval for speeches, op-eds, by-lined print media articles and other executive writing and presentation assignments to position the CEO as an industry leader, influence public policy, inform and motivate employees, and build the company's reputation.

**Primary Responsibilities:**

1. Provides preliminary treatment, writes and obtains approval for speeches and other positioning documents for the CEO.
2. Ensures that all speeches adhere to approved public positions on major issues.
3. Identifies and seeks forums for speech topics that meet corporate objectives.
4. Maintains a reference file and familiarity with opinion leaders' speeches and positions on public issues.
5. Maintains familiarity with current events and literature appropriate to the development of high quality written and spoken communications.
6. Consults on speech development and delivery.
7. Writes and/or coordinates the CEO message in the annual report.
8. Assists with special presentations as requested by senior management.
9. Provides consistency in all executive communications with brand, corporate position and message.
10. Monitors the quality and style of all executive level written communications.

11. Develops a stylebook for company writers.

**Time: 100%**

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**Direct Reports:**

**Key Relationships:**

- Contact with all senior level management throughout the company.
- Contact with senior management from outside companies.

**Job Requirements:** BA/BS degree, Masters degree preferred.

**Years of Experience:** A minimum of 12 years experience writing senior level speeches and presentation and 5 years writing for a CEO.

**Specifics Skills:**

- Highly effective interpersonal skills and executive presence.
- A track record of delivering high quality, timely speeches and strategic materials for a CEO/Sr. Management
- Flexible and able to work efficiently and professionally on tight deadlines.
- A collaborator and consensus-builder
- An excellent researcher and writer
- Ability to coach and advise on effective public speaking techniques.