

Internal Communications Senior Manager

Department: Brand & Communications

Organizational Relationship: Reports to the Chief Communications Officer

FLSA Status: Exempt

Last Updated: April 11, 2024

General Summary:

The Internal Communications Senior Manager acts as a strategic advisor, manager, and mentor. Specializing in crafting compelling internal communications and campaigns, the Senior Manager supports the firm's objectives and enhances departmental visibility. The Senior Manager juggles multiple roles, including strategist, consultant, writer, and editor, collaborating extensively with the Internal Communications team and the broader Brand & Communications department. As a reliable advisor to internal stakeholders, including firm leadership and department heads, the Senior Manager devises communication strategies and produces a diverse array of bespoke solutions.

Essential Duties and Responsibilities:

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Designs and leads on brand initiatives, include providing expert, strategic counsel regarding current internal communication channels and recommend new ones; engages with creative and video teams to create compelling visual and multimedia elements into communications
2. Develops and executes internal communications programs to enhance the reputation and awareness of firm programs across all internal channels
3. Provides creative thinking and strategy consulting, including comprehensive editorial calendars, internal product/service launches, awareness campaigns, issues promotion, and special projects
4. Develops and supervises their team by performing a multitude of responsibilities, including but not limited to strategy development, hiring, mentoring, assignment, training, and evaluation
5. Reviews and analyzes data to measure effectiveness, impact, and engagement of communications programs and special projects
6. Coordinates with other firm departments and committees and develop strong, collegial relationships across functions
7. Generates extremely creative and engaging themes, campaigns, and written copy

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8. Researches, drafts, and edits a variety of written pieces, including announcements, feature stories, newsletters, handouts, and other collateral material
9. Generates performance evaluations and recommends salary increases, working with Human Capital & Talent to recruit, hire, train, coach, and manage the performance of employees
10. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent required, preferably with significant coursework in English or Creative Writing, Communications, or Marketing

Work Experience

- A minimum of 10 years' experience in developing internal campaigns for varied employee groups or clients required
- Experience managing and developing direct reports preferred

Knowledge, Skills & Abilities

- Superior leadership skills (i.e., organizing, planning, problem-solving and decision-making) necessary for effective management
- Ability to understand the "larger picture" and firm business goals
- Excellent professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm; adept at influencing and building consensus
- Ability to think creatively and innovatively; ability to confidently provide concise and specific recommendations to senior management
- Organizational skills and the ability to adjust to changing conditions and priorities and work under pressure with a positive, high-energy attitude
- Project and time management skills and the ability to manage competing deadlines
- Exceptional communications skills, both written and oral
- Ability to solve problems practically, identifying and analyzing issues to develop alternative solutions
- Ability to work independently as well as work collaboratively with both the Internal Communications team and other internal stakeholders
- Advanced skills with PC applications, including MS Office; familiarity with SharePoint, basic photo editing, and Adobe Creative Suite

Additional Requirements

- Occasional travel may be required

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

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Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.