



VICE PRESIDENT MARKETING AND COMMUNICATIONS

THE WATER COUNCIL

Headquartered in the Global Water Center in Milwaukee, Wisconsin, The Water Council is a non-profit economic development organization that drives economic, technology and talent development to support the global water industry. As the leading U.S. cluster, and one of the most powerful water technology hubs in the world, the organization convenes global water leaders and supports more than 190 members from small and mid-sized businesses and large global corporations to engineers, entrepreneurs, utilities, government agencies, education programs and non-profits, with valuable services, programming and networking opportunities. Established as a 501(c)3 in 2009, the driving force behind its success is the vibrant spirit of collaboration between public, private and academic sectors with a strong, shared commitment to finding innovative solutions to critical global water challenges.

POSITION DESCRIPTION

The Vice President Marketing and Communications is responsible for overseeing all marketing and communications activities for The Water Council. Working with the Executive Management team and reporting to the President & CEO, the Vice President leads a small marketing team in the execution of a communications program to inform the world of the region's water technology expertise, enhance TWC's brand and be an agent of global change to improve water security conditions.

RESPONSIBILITIES

- Lead and manage a marketing team on the execution and implementation of the Objectives and Priorities contained within The Water Council's Leadership Strategic and Operating Plan including:
 - *Digital Marketing* - Delivering thought leadership messaging through content, email, video/audio and websites to grow TWC's network.
 - *Public Relations & Social Media* - Using media intelligence to leverage public relations and social media channels to increase online conversations about TWC.
 - *Branding* - Building and maintaining a distinctive brand that people identify, know and remember.
 - *Data & CRM* - Tracking critical data to follow leads, inform decisions, measure outcomes and grow membership.
 - *Water Leaders Summit* - Organize an annual Water Leaders Summit that will market the region and our expertise in the water technology industry to water-intensive companies.
 - *Member Relations* - Expand, Engage and Serve Members of TWC.
- Lead the planning and promotion of TWC's exhibition at trade shows and conferences, e.g. WEFTEC.
- Promote the Global Water Center and Oasis as a location for water technology businesses to open an office and/or conduct technology research.

- Provide summary reports to the President & CEO and the Board of Directors on the implementation of the marketing and communications initiatives within the Strategic Plan.
- Speak on behalf of The Water Council at appropriate local, national and international meetings, conferences and events.
- Oversee and manage the marketing and communications budget.

EDUCATION AND EXPERIENCE

Bachelor's Degree in Marketing or Business is required along with five years related marketing experience. General knowledge of the water technology industry is highly desired. Strong written communications skills and experience in internet marketing and related activities is required.

TECHNICAL SKILLS: Microsoft Office suite of programs, data & customer-relationship management databases, familiarity with Salesforce, is preferred but not required.

WORK ENVIRONMENT: The work environment is casual but fast paced with multiple activities occurring at the same time. The employee needs to be able to work independently and efficiently allocate one's own time to handle multiple demands and priorities.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires the employee to mainly work in an office environment on a computer. This position can include non-standard hours and flexibility is required. Some travel may be required.

COMPENSATION & BENEFITS: The Water Council offers a competitive salary and benefits package.

Apply: Applicants should submit cover letter, resume and two writing samples to office@thewatercouncil.com by Wednesday, March 20th at 5:00 p.m. Please include the position title in the subject line of the email.