

WaterNow Alliance Communications and Outreach Manager

WaterNow Alliance (www.waternow.org)

WaterNow is a nonprofit coalition of water utility leaders dedicated to achieving high impact, widespread adoption of sustainable water solutions in the U.S. West and nationwide. We work with communities to facilitate the transition to a resilient and secure water future, bringing innovative solutions to scale. We are developing a network of community leadership and partners to address policy and financial barriers and identify success stories and demonstration projects to support the growth of sustainable water strategies that work for communities and the environment. With offices in San Francisco's Presidio community, WaterNow is an independent operating division of the Trust for Conservation Innovation, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world (www.t4ci.org)

Position: Communications & Outreach Manager

The Communications & Outreach Manager will manage WaterNow Alliance's digital and traditional communications and messaging functions/activities, lead membership recruitment and outreach, and expand our online presence and role as a thought leader. The Manager is responsible for organization-wide communications planning, content development, presentation design, and dissemination of materials. Critically, the Manager will also have primary responsibility for expanding WaterNow Alliance's membership (currently over 190 water leaders) and collaborating with the WaterNow team to engage and activate these members. Media relations, partner outreach and website management are also key components of this position. Specific job responsibilities include:

- Manage and maintain WNA's newly launched website to keep vibrant and current
- Oversee WaterNow's Editorial Calendar including email newsletters, alerts, blogs and social media opportunities
- Develop conference and event presentations, including PowerPoint slide decks, in collaboration team members with subject matter expertise
- Manage a variety of social media channels, including Twitter, Facebook, and LinkedIn to raise visibility, bring in members and partners, and increase awareness of our work the benefits of sustainable water solutions broadly
- Identify opportunities to elevate WaterNow Alliance through traditional media by researching news and information relevant to WaterNow's various audiences and connecting it to the organization's work
- Build relationships with the media and engage with press, bloggers, and key influencers
- Draft and pitch opinion editorials as appropriate

- Provide communications support for organization's substantive policy and project work including drafting and designing informational handouts and briefs
- Recruit new members through attending conferences, referral opportunities and digital outreach
- Engage membership on policy opportunities, e.g., sign-on letters and other advocacy platforms
- Support program design and event facilitation for major WaterNow events
- Manage outreach for WaterNow Alliance events including but not limited the Annual Summit and regional workshops
- Manage outreach to potential partners, build organizational network
- Manage organization contacts, members, partners and leads database
- Establish and track key communications and outreach performance metrics
- Support fundraising initiatives as appropriate

The Ideal Candidate

You are a skilled and savvy mid-level communications generalist with a solid reputation for comprehensively building brand visibility and a strong background with engagement and outreach. With a thorough knowledge of all of the key elements of online and offline communications, you feel at home in a lean nonprofit work environment and are looking for an opportunity where you can own and grow all communications and outreach functions.

You are also an excellent written and verbal communicator skilled with digital media platforms, presentation preparation, online community building and traditional media relations. You are technically savvy and comfortable working across a full range of communication and outreach tasks from strategic planning to media relations to presentation development to database management. You are also an energetic self-starter, skilled multi-tasker, creative problem solver and cheerful team player.

Specific Candidate Requirements

- 4-year Bachelor's degree with 3-5 years relevant work experience in communications/PR and/or outreach and recruitment
- Master's degree preferred.
- Experience with crafting and implementing communications and messaging strategy
- Outstanding writing/editing skills with the ability to synthesize complex information for a variety of audiences; experience writing opinion pieces preferred
- Excellent verbal communication and presentation skills
- Experience with strategic communication planning
- Experience with recruitment and engagement strategy
- Strong proficiency with social media platforms and online community building– both from a technical and content standpoint

- Experience with Facebook, Twitter, and LinkedIn audience targeting, promotions, and advertising
- Technical proficiency with MS Office Suite, including Excel, Powerpoint; proficiency with MailChimp, Salesforce, WordPress and basic HTML; experience with SEO, SEM, CMS, Google AdWords, etc.
- Ability to be a quick study in grasping unfamiliar content areas
- Highly collaborative style; ability to thrive on a shared services team
- Experience building partnerships
- Excellent interpersonal skills, ability to build rapport and be effective with a variety of personalities people with differing points of view
- Strong work ethic, commitment to excellence
- Demonstrated ability to consistently meet deadlines consistently
- Strong attention to detail & organizational skills
- Commitment to environmental sustainability, WaterNow mission

Candidates with water utility, municipal and/or water policy backgrounds will be given particular attention.

Applications

Please send a compelling cover letter, writing sample and resume that describes your interest in this position, your relevant qualifications and experience, your availability and your salary requirements (please don't just say "negotiable"). Applications will be accepted until position is filled. Applications can be sent to jobs@waternow.org. We're a small team and we politely request no follow-up calls or emails.

We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, amnesty or status as a covered veteran in accordance with applicable federal, state and local laws.