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## Marketing and Communications Specialist Job Description

The Water Tower (TWT), a nonprofit water innovation and research center in Buford, Georgia, is currently seeking a dynamic individual to join our team as a **Marketing and Communications Specialist**. If you are passionate about data-driven storytelling and creative strategy, we want to hear from you!

### Mission

The mission of TWT is to be a hub for solutions in research, technology, training, and engagement for water utilities ensuring access to safe, affordable, and resilient water services. In this role, you will be instrumental in advancing TWT's mission by shaping organizational messaging, engaging with diverse audiences ranging from students to professionals, amplifying awareness of TWT programs, events, and initiatives for the water industry, and utilizing data to enhance TWT's efficacy.

### Key Responsibilities

- Create and curate original water-related content tailored for a wide array of audiences including professionals, partners, tenants, the public, and students
- Utilize and maintain an editorial calendar to effectively plan, curate, and execute communications efforts
- Design and implement social media campaigns for various events, initiatives, and programs
- Develop quarterly newsletters, monthly e-blasts, and ad hoc e-blasts for diverse audiences
- Write monthly blog posts and articles for publication showcasing TWT's initiatives
- Build and maintain media lists to facilitate effective outreach and public relations efforts
- Create and update marketing collateral such as handouts, brochures, presentations, etc, ensuring consistency and effectiveness in messaging across TWT's programs
- Attend various industry events, reporting on them through social media, blog, articles, etc, to amplify TWT's presence and impact
- Attend weekly meetings with TWT staff and contractors to collaborate on projects
- Track key metrics across all TWT programs and develop dashboards to visualize data
- Build and run reports for outputs such as partner involvement, post-event reports, TWT Annual Report, etc to track organizational progress
- Update and maintain TWT's website through a content management system to ensure up-to-date information and an engaging user experience
- Maintain and update TWT's database of partners, contacts, events, surveys, etc. to support engagement and growth
- Perform other duties as assigned or directed to meet the goals and objectives of the organization



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### Required Qualifications

- Excellent verbal and written communication skills
- Proactive, motivated individual with exceptional interpersonal skills
- Strong organizational skills and the ability to work both independently and collaboratively
- Ability to prioritize tasks effectively and meet deadlines in a fast-paced environment
- Comprehensive knowledge of social media platforms including LinkedIn, Instagram, Twitter/X, Facebook, and YouTube with experience managing digital marketing campaigns
- Experience with Canva for content creation for various channels
- Advanced knowledge of Microsoft Excel and proficiency in Microsoft Forms, Word, and PowerPoint
- Bachelor's degree in Marketing, Communications, or a related field relevant to the position
- Minimum of two (2) years of experience in data-driven communications, marketing, or a related professional role

### Preferred Qualifications

Proficiency in content management systems, familiarity with the GrowthZone platform, and experience with data tracking, reporting, and visualization through PowerBI or a similar program is a plus.

### Additional Information

This opportunity is a full time, 40 hours per week salaried position. The compensation range for the position is \$50,000-60,000 annually based on educational background and professional experience. The Water Tower offers a comprehensive benefit package through TriNet, with several options for medical, dental, and vision insurance. The primary work location will be at The Water Tower, with the option for one remote workday per week.

### Apply

To apply for this position, please send your resume to [kristan@theh2otower.org](mailto:kristan@theh2otower.org). Cover letters are optional but encouraged. This position announcement will close on July 1, 2024.

