



Communications Director

Position located in San Francisco, CA office

100% FTE salary commensurate with experience

Application Deadline: Wednesday March 21

This position, available immediately, is an exciting opportunity to join the staff at the US Water Alliance.

About the US Water Alliance

Founded in 2008, the US Water Alliance advances policies and programs that build a sustainable water future for all. We are driving a One Water movement—an approach to water stewardship that is integrated, equitable, and sustainable. We:

- *Educate the nation about the true value of water and the need for investment.* The US Water Alliance coordinates the Value of Water Campaign which builds public and political will for investment in sustainable water infrastructure and water resources.
- *Accelerate policies and programs that manage water resources to advance a better quality of life for all.* We convene diverse interests to identify and advance practical, achievable solutions to our nation's most pressing water challenges. We do this through national dialogues, knowledge building and peer exchange, the development of forward-looking and inclusive water policies and programs, public education, and coalition building.
- *Celebrate what works.* We shine a light on those who engage in groundbreaking work through storytelling, cataloging and disseminating best practices, and spearheading special recognition programs that focus attention on how One Water leaders are building stronger communities and a stronger America.

The US Water Alliance is a national nonprofit organization with offices in San Francisco, CA and Washington, DC. For more information, please visit our website at: www.uswateralliance.org

Position Overview

Reporting to the CEO, the Communications Director develops and leads a multi-faceted communications strategy to advance the strategic goals of the US Water Alliance. The Communications Director will be responsible for the development, integration, and implementation of a broad range of activities relative to the brand, positioning, and strategic direction of the organization. This position oversees the US Water Alliance's varied and integrated communications products and services including: targeted communications campaigns; our suite of print publications; annual reports; several websites, digital communications, and social media platforms; media and public relations; and marketing. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization.

Job Responsibilities

Communications Strategy, Vision, and Leadership

- Develop and implement an integrated strategic communications plan to advance US Water Alliance's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its programs across key stakeholder audiences

- Create marketing and public relations plans to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Work with CEO, staff, and Board to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them

Communications Operations

- Oversee development of all US Water Alliance print communications, collateral materials, and electronic communications including US Water Alliance website and social media
- Manage relationships with associated consultants and vendors
- Serve as lead point person on media interactions that help promote and/or impact the organization
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding US Water Alliance special events, public announcements, and other projects
- Prepare and/or manage staff and consultants in the development of talking points, speeches, presentations, and other supporting material as needed
- Oversee the day-to-day activities of the communications function including workplan development, production schedules, budgeting, planning, and staff development

Team Development/Management

- Manage staff and consultants to support the development and execution of the communications strategy
- Promote a culture of high performance, continuous learning, and commitment to high quality
- Mentor and develop staff using a supportive and collaborative approach

Qualifications

- Bachelor's degree in journalism, communications, policy, or related field is required; Advanced degree is preferred
- Minimum of 10 years of experience in a communications management role
- Demonstrated experience and leadership in managing strategic communications, media relations, and marketing programs to advance an organization's mission and goals
- A successful track record of communicating on water, environment, infrastructure, or related issues
- In depth experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications
- Demonstrated skill and comfort in proactively building relationships with top-tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Creative and thoughtful on using new media technologies
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- Persuasive communicator; exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with members, funders, and Board of Directors
- Excellent judgment and creative problem-solving skills
- Ability to make decisions in a changing environment and anticipate future needs; energetic, flexible, collaborative, and proactive
- Passion for US Water Alliance's mission

To Apply

Salary is based upon the candidate's experience and qualifications in line with the organization's budget. Excellent benefits including paid vacation, health, vision and dental insurance, and 401(k) retirement plan.

Please send resume and cover letter via email to: hr@uswateralliance.org. Please include "Communications Director Application" in the subject line of your email.

The US Water Alliance is committed to building and maintaining a diverse staff and a welcoming workplace