



## Communications Director

### About the US Water Alliance

Founded in 2008, the US Water Alliance advances policies and programs that build a sustainable water future for all. Our members and partners include water utilities, public officials, community leaders, environmental organizations, business leaders, agricultural interests, community leaders, policy organizations, and more. A nationally recognized nonprofit organization, the US Water Alliance brings together diverse interests to identify and advance common-ground, achievable solutions to our nation's most pressing water challenges. We:

- **Educate the nation about the true value of water and the need for investment in water systems.** Our innovative approaches to building public and political will, best-in-class communications tools, high-impact events, media coverage, and publications are educating and inspiring the nation about how water is essential and in need of investment.
- **Accelerate the adoption of One Water policies and programs that effectively manage water resources and advance a better quality of life for all.** As an honest broker and action catalyst, we convene diverse interests to identify and advance practical, achievable solutions to our nation's most pressing water challenges. We do this through our strategic initiatives and our One Water Hub, which offer high-quality opportunities for knowledge building and peer exchange. We develop forward-looking and inclusive water policies and programs, and we build coalitions that will change the face of water management for decades to come.
- **Celebrate what works in innovative water management.** We shine a light on groundbreaking work through storytelling, analysis of successful approaches, and special recognition programs that demonstrate how water leaders are building stronger communities and a stronger America.

The US Water Alliance has staff in our Oakland, CA and Washington, DC office space, as well as staff across the United States. For more information on our team, please visit our [website](#).

### Position Overview

Reporting to the Vice President of Programs and Strategy, the Communications Director will lead the organization's communications strategy and efforts. In partnership with the CEO and organizational leadership, this position will proactively develop and implement a strategic vision that leverages the Alliance network, programs and platforms to advance a sustainable water future for all. This position will hold a sophisticated and nuanced understanding of the Alliance mission and its role in the water sector. This position will also anchor both day-to-day management of existing Alliance communications effort as well as collaboratively set and implement a vision for strategic adjustments to the Alliance's communications approach. Responsibilities of this position include but aren't limited to:

- Strategic communications planning and implementation;
- Campaign and message development and deployment;
- Media and press relations;
- Digital and social presence;

- Events, including virtual and in person;
- Publications; and
- Presentation and public speaking coaching for staff.

Our ideal candidate will have strong leadership and collaboration skills, solid judgment, excellent project management skills, a solutions-oriented approach and demonstrated expertise in strategic communications. They will possess integrity, a positive attitude, a flexible mind-set, and a passion for the US Water Alliance's mission. The successful candidate views communications as a critical component to move and influence decision makers and make positive change in the world.

## **Responsibilities**

### **Communications Strategy, Planning, and Management**

- Lead the design, implementation, and continuous improvement of the US Water Alliance's communications strategy.
- Develop and manage all aspects of the Alliance's integrated external communications strategies, in close collaboration with program staff, partners, and external consultants.
- Manage communications staff and/or interns, as well as external graphic design, website, event, and other communications consultants.
- Serve as Communications lead for the One Water Summit, managing consultants and ensuring a high-quality conference experience for attendees.
- Develop and implement a process for tracking the impact of our communications strategies.
- Represent the organization and deliver presentations at conferences, meetings, and events.
- Ensure communications efforts are evaluated and leveraged for maximum organizational and sector impact.
- Support revenue generating and fundraising activities to assist existing programs and the growth of the US Water Alliance with members, funders, and sponsors.
- Manage multiple communications deliverables with a high level of collaboration with staff, consultants, and partners.
- Provide communications expertise and support for the Value of Water Campaign, a key program of the US Water Alliance focused on increasing investment in water infrastructure.
- Work collaboratively with a strong team of Alliance staff.

### **Writing, Editing, Production**

- Write and edit for a variety of formats and for diverse audiences, including: annual report, press releases, op-eds, short form articles, advocacy newsletters, web copy, digital media, event programs, and other collateral materials.
- Oversee production of Alliance materials including research papers, presentations, fact sheets, videos, press materials, and organizational marketing materials.

### **Media and Press Relations**

- Manage media outreach, developing pitches, taking incoming media requests, writing press releases, and other materials for press.
- Coach staff as needed to act as on-the-record spokespeople for the organization. Occasionally serve as on-the-record spokesperson for the Alliance.

## **Presentations**

- Build and maintain current suite of Alliance presentation materials, including slide decks and talking points for all CEO presentations.
- Work with all staff to develop clear and compelling speeches and presentations.
- Lead communications institutes, in person or virtually, for members of the US Water Alliance.

## **Website and Digital Communications, Social Media**

- Oversee communications staff and consultants responsible for day-to-day management of active external email program, multiple websites under the US Water Alliance umbrella, and multiple social media channels.
- Work with staff and consultants to set and achieve objectives and targets for social media presence and engagement.
- Manage the development of a new organizational website that serves as a platform for compelling storytelling, member interaction, and serves as a cornerstone of the Alliance's network building strategy.

## **Qualifications**

The Communications Director will be thoroughly committed to the US Water Alliance's mission. The successful candidate will be a demonstrated leader in communications and have experience in the areas of water, climate, the environment, or related sectors. Specific qualifications include:

- BA in related field required; Advanced degree preferred
- Minimum of 10 years professional experience; a minimum of 3 years in a management role
- Demonstrated leadership experience in communications, infrastructure, water or environment is required. Additional experience in climate, urban planning, or place-based initiatives is a plus.
- Team building and development. The successful candidate will have managed and developed a strong team of staff and consultants.
- Exceptional communication, public speaking, and influencing skills. As a national spokesperson for the Alliance, the ideal candidate will have strong written and verbal communication skills. They are a persuasive, credible, and polished communicator with excellent interpersonal skills.
- Unwavering commitment to quality communications deliverables and excellence in organizational and project management with the ability to achieve strategic objectives and manage a budget.
- Ability to work effectively in collaboration with a wide range of stakeholders including water utilities, government agencies, community stakeholders, environmental groups, foundations, coalitions, the private sector, and more.
- Integrity, positive attitude, mission-driven, and self-directed with demonstrated passion for racial equity, the US Water Alliance's mission, and commitment to working collaboratively with a talented and growing staff.
- Exceptional judgement, leadership and inter-personal skills.

## **Compensation and Location**

US Water Alliance offers an excellent benefits package and a competitive salary that is commensurate with experience. Qualified candidates will be considered regardless of location. While the Communications Director can work from anywhere, we anticipate travel to the Alliance's Oakland or DC offices and to Alliance events, once COVID related travel restrictions are lifted. Travel will also be required for program and/or development needs.

## **To Apply**

Please send your CV/resume, a cover letter, and two original, unedited writing samples. Please email your application to [hr@uswateralliance.org](mailto:hr@uswateralliance.org) with “Application: Communications Director” in the subject line.

*The US Water Alliance is committed to building and maintaining a diverse staff and a welcoming workplace for all.*