

## **TERMS OF REFERENCE**

### **Marketing & Communications Officer**

The International Water Association is a worldwide network for water professionals and corporations, with a membership in the fields of water services, infrastructure engineering and consulting. It connects more than 10,000 experts within the international water sector. IWA is a network structured to promote multi-level collaboration among its diverse membership groups, to share the benefit of knowledge on water science, technology and management worldwide.

Each year, IWA organizes and sponsors over 40 specialized conferences and seminars on a wide variety of water and sanitation topics worldwide. Further, IWA publishes 12 scientific journals and 40+ books per year. IWA develops leading edge innovations and synthesizes these through the work of 50 IWA Specialist Groups (SGs), 3 Clusters and a set of global programmes such as, Cities of the Future, Basins of the Future, Digitalization of Water, and Innovators Platform.

Under the general supervision of the Marketing & Communications Director, the IWA Marketing & Communications Officer will focus on developing and implementing communication strategies to engage the IWA network in the IWA Climate Smart Water Utility Initiative, the IWA Water-Wise Cities Initiative and other key components of the IWA strategic Plan. A key component of the engagement of IWA members is to add value to the IWA network and increase IWA visibility and reputation worldwide.

This position entails the following specific duties and responsibilities:

#### **1. Marketing and Communications**

The Marketing & Communications Officer will produce marketing and communications content. He/she has the responsibility to:

- a. produce (print, video and digital) content working closely with IWAs officers and external parties.
  - b. focus in establishing, maintaining and raising the IWAs profile with International Media and IWA partners in further nurturing the IWA brand.
- Work with social media channels and websites

- Writing blogs and policy briefs
- Maintaining a library of resources on the web-platform.
- Producing videos, from filming to editing and distribution.
- Identify and partner with training institutes to adopt Low-Carbon Utilities and water-wise cities trainings in their portfolio. Act as focal point within the IWA secretariat for partnerships with Corporate members that include sponsoring IWA activities on the Water-Wise Cities Initiative and the Climate Smart Water Utility Initiative, and other initiatives as needed.
- Support the partnerships with development banks and institutions to ensure smooth coordination with all IWA activities

## **2. Coordinate and communicate IWA components of Phase 2 Water and Wastewater Companies for Climate Mitigation (WaCCliM)**

- a) Coordinate the work with the project implementation partner (GIZ) and ensure that project milestones are met within budget.
- b) Coordinate the development and maintenance of the IWA Initiative “Climate Smart Water Utilities” which will include web-platform, communication towards target audiences to foster the use of specific tools and approaches, communication towards partners who would contribute financially while leveraging their influence in synergy with IWA to accelerate change towards urban water that is Low Carbon and adapted to the impacts of climate change.
- c) Coordinate the development maintenance and integration of the IWA web platform hosting the ClimateSmartWater.org content, as well as additional content from partners and members (to be identified), to best respond to the needs of urban water utilities.
- d) Develop and implement a communication plan towards identified target audiences who are key actors of the transition to Low-Carbon.
- e) Support a community of practice who exchange on transitioning utilities to carbon neutrality through regular engagement (online, through events, joint activities, etc)

- f) Develop marketing materials and a plan to reach out to potential partners to the IWA Climate Smart Water Utilities Initiative, as a means to support the initiative once project funding is finished.

### **3. Coordinate IWA's Water Wise Cities Initiative**

- a. Develop and implement a communication plan to mainstream the IWA Principles for Water-Wise cities in the global water community.
- b. Support IWA Water-Wise Cities Initiative partners, to ensure agreements are delivered
- c. Build new partnerships with IWA corporate members for the Water-Wise Cities Initiative

### **4. Administration 5%**

- a. Carry out administrative duties required to function within the IWA;
- b. Develop and use annual and quarterly work plans to guide work and deliver results;
- c. Support the IWA Management in establishing a well-functioning organisation;
- d. Contribute to the team spirit and excellent ambience in the IWA HQ and in working with members, partners, etc.

The above job description contains the main duties and responsibilities for this position. However, in a small organisation such as the IWA, staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks and missions that are reasonably allocated to them but which are not part of their regular job description. Where any task becomes a regular part of an employee's responsibilities, the job description will be changed in consultation with the employee and the Marketing a& Communications Director.

## REQUIRED SKILLS & EXPERIENCE

- Degree-level education in Marketing, Business Administration or relevant field
- Experience in working across various digital and communications platforms;
- Good understanding of market research techniques
- Project and budget management skills
- Proficient use of MS Office, and image and video editing platforms.
- Marketing skills, including demonstrated ability to communicate effectively verbally and in writing;
- Knowledge and understanding of the concept of “membership”
- Ability to work to deadlines and cope with pressure; demonstrate flexibility;
- Ability to write concise and accurate reports and emails;
- Strategic and analytical thinking;
- Excellent organizational, interpersonal and multi-tasking skills;
- Self-starter, action-oriented and results driven; positive and excited attitude;
- Engaging personality and the ability to think laterally in order to strengthen relationships;
- Creative and collaborative;
- Flexible team player, with awareness of and sensitivity to the multi-cultural environment in which the IWA operates;
- Fluent/Native level of English, a second language is a plus (French, Spanish or Portuguese)

**Work percentage:** 100% (40 hours a week)

**Duration:** 12 months with possible extension

**Duty station:** London or Netherlands

**Reporting to:** Marketing & Communications Director



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### **How to apply:**

Applicants are asked to submit their CV in English and a supporting letter of motivation along with the names and contact details of two referees.

Applications should be submitted by e-mail before 31<sup>st</sup> August 2019 to: IWA Human Resources department, Ms. Thais Gonçalves, [recruitment@iwahq.org](mailto:recruitment@iwahq.org).

IWA is an equal opportunity employer.

**ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED**