

Job Title: Marketing and Communications Officer
Job Location: London, UK
Salary Range: £26,000 - £ 30,000
Benefits: Pension, private medical insurance, travel insurance, 24 days annual leave (in addition to public holidays)
Duration: Permanent
Hours: Full-time (35 hours per week)
START DATE: Asap

JOB DESCRIPTION

ABOUT IWA

Drawing exceptional professionals from 140 countries, the membership of the International Water Association (IWA) brings together scientists, researchers, technology companies, and water and wastewater utilities, all working to address the world's most urgent water challenges when and where they arise, from ridge to reef and from catchment to tap. The IWA has become an international reference and source of durable water solutions, products and services that are robust and flexible enough to be universally applicable, easily accessible, and locally adaptable.

IWA publishes 12 scientific journals and 40+ books per year on water management. IWA develops leading edge innovations and synthesises these through the work of its IWA Specialist Groups, Clusters and a set of global programmes focused on for example Cities of the Future and Basins of the Future. IWA has a worldwide staff of approximately 50, with headquarters in London and offices in Nanjing, China and Chennai, India.

Job Description

Under the general supervision of the Marketing and Communications Director, the Communications Officer has the responsibility to execute on a variety of strategic elements of the IWAs Marketing and Communication plan. Responsible for further establishing the IWA members as thought-leaders and the IWA as a global reference point for water professionals and those concerned with the future of water, addressing all aspects of the water cycle.

In addition to this operational aspect of this job, the Communications Officer will take note of the tasks that form this role and advise the Marketing and Communications

Director on the ongoing needs and planning of the Marketing and Communications department. She/he has the responsibility to produce communications content and strategies working closely with and to IWAs Marketing and Communication Team, the Events, Membership Engagement, Corporate Services and Regional Teams. He/she will report to and work closely with the Team in establishing, raising and maintaining the IWAs profile.

1. IWA Thought-Leadership Marketing (40%) – content creation

As part of the Marketing and Communications Strategy develop a narrative to engage external audiences in IWA key thematic issues and programmatic areas to further position the IWA as a thought leader and global reference point for all those with a professional interest in water and water management:

- Research and write original content for website, social media platforms and collateral materials;
- Develop marketing benchmarking, research and write original content for newsletters, reports, speeches, presentations and for The Source magazine;
- Identify speaking opportunities for IWA thought-leadership;
- Identify and influence opinion leaders to position the IWA in that space;
- Ghost-write articles for IWA's thought-leadership on issues related and beyond the water sector;
- Work closely with the Executive Office, Events and Member Engagement Teams to develop communications and content strategies for specific projects;
- Develop dynamic and engaging multi-channel content packages to promote the work of IWA members and marketing strategies of the IWA;
- Contribute to the development of visual library (photo and video) through the management of visual assets relating to specific marketing campaigns and projects;
- Contribute to the global social and traditional media content strategy and develop specific social and traditional media strategies.

2. Communications and Marketing for IWA Congresses, Events & Awards (30%)

Produce communications and media materials and content for IWA events according to IWA's enabling, influencer and/or representing functions. Specifically, contribute to the communications and media engagement plan:

- Contribute to communications and content strategies for key IWA events and awards programmes internationally and regionally;

- Produce media materials (e.g. briefing documents, backgrounders, Q&As, etc.);
- Provide online and offline content creation for website and social media;
- Media liaison: trade, news and business, international and domestic media;
- Liaise and manage different internal and external stakeholders;
- Guard and enable brand, values and identity of the IWA.

3. Media relations (20%)

Contribute to establishing, developing and maintaining media contacts to disseminate IWA's message together with the team according to IWA's media calendar and converged media strategy:

- Research, write and pitch media articles (op-eds, blogs, letters, etc.);
- Write and publish content for media section of the IWA website;
- Take responsibility for social media content and engagement;
- Contribute to the annual editorial calendar and planning process;
- Take responsibility for media monitoring, including daily briefs on breaking stories and the news agenda;
- Provide media advice and support to the IWA thought-leadership;
- Advise, develop and deliver media products, services and content, with specific reference to programmes, projects and campaigns;
- Media liaison, co-ordination of media briefings, one-on-ones, etc;
- Advise and develop IWA's messaging according to journalistic demands, specifically around programmes, projects and campaigns;
- Develop media lists and media analysis reports;
- Prepare reports, newsletters, correspondence or speaking points as necessary.

4. Administration 10%

- Carry out administrative duties required to function within the IWA;
- Develop and use annual and quarterly work plans to guide work and deliver results;
- Support the IWA Management in establishing a well functioning organisation;
- Contribute to the team spirit and excellent ambiance 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.

REQUIRED SKILLS & EXPERIENCE

Required skills and experience

- Experience with media relations and internal communications;
- Experience of developing and delivering communications plans and strategies;
- Good experience of working with executives to deliver message on target to key audiences;
- Proven track record of producing written and audio-visual communications and marketing content;
- Good understanding of social media and digital interactive networking platforms;
- Good networking skills to identify stories and develop contacts;
- Project management skills;
- Good interpersonal skills, appreciation of multi-cultural environment and the ability to gain understanding and cooperation across all areas of the organisation and its members and participants
- 3+ years experience in international communications is desirable.

HOW TO APPLY

Opening Date for Applications: 12/02/2020
Closing Date for Applications: 12/03/2020

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. Applicants must also provide information on their eligibility (or not) to work in the UK.

Applications should be submitted by e-mail by **12 March 2020** to recruitment@iwahq.org.

IWA is an equal opportunity employer.

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED