



## Position Description

Title: Marketing and Communications Director  
Classification: Full Time  
Location: Remote; based in Nevada  
Reports to: Executive Director - WaterStart  
Salary Range: Commensurate with experience  
Key Words: storytelling, content creation, design, website and platform management

Are you ready to use your talent for a purpose? Do you have the creativity to design beautiful stories and the discipline to effectively share them? Can you plan strategically AND roll your sleeves up to get things done? If you've answered "Yes" to these, this role could be for you!

### **About the Opportunity**

This is an exciting opportunity for a Marketing and Communications Director to accelerate the adoption of water innovation. You will be responsible for communicating WaterStart's story to increase engagement in our mission. Preferably, you will be based in Nevada and work closely with colleagues in Brisbane, Australia to support our community in the United States, United Kingdom & Australia.

### **About the Organization**

WaterStart provides a channel for accelerating the adoption of innovative water technologies driven by the needs of water agencies and large water consumers. Established as a not-for-profit in 2013 in Nevada, US, WaterStart expanded into Queensland in early 2018 and serves members that deliver water to more than 38 million people across three continents.

***Message from the Executive Director, WaterStart-*** "We are looking for someone with a fire inside to support the growth and success of our mission. Working side-by-side with myself and the whole international community, you will have the opportunity to share how to provide more, safer, cheaper water through innovation" - Nate Allen

## Key Responsibilities

- Develop and implement kick ass marketing initiatives across all media platforms that promote the brand, public image, and strategic initiatives
- Manage marketing automation and content management systems
- Evaluate best practices and develop strategies and tactics for communicating with different audiences and stakeholders
- Provide copyright, graphic, video and creative support for various projects
- Promote member events and requests for proposals
- Develop and standardize mission-driven content

## About You

- Experience in direct and digital content marketing
- Copywriting experience
- Excellent communication, interpersonal and network building skills
- Self-driven with strong self-organization and prioritization skills
- Knowledgeable with graphic design software, such as Canva
- Experience and knowledge of the water sector; procurement; innovation; or commercialization a plus
- Proficiency using Google for Business and CRM software

You might be a WaterStarter if you answer "yes" to all of the following questions.

- Do you have an entrepreneurial spirit but enjoy working within large organizations?
- Do you know more about water than just "It's our most precious resource"?
- Are you a creative problem solver but think the wheel works just fine as it is?
- Can you lead without being in charge?
- Are you results driven, but consensus oriented?
- Do you regularly exceed people's expectations?
- Love a good story, but hate small talk and gossip?
- Do you like to cook at home and share the results with your coworkers?
- Can you see the forest through the trees?

Our values prioritize family and community allowing for flexibility but, in return, we expect high performance and a passion for the mission. If you answered "yes" to these questions and share the same values, we want to meet you!

## To Apply

To apply, please send your current CV/resume and Cover Letter that demonstrates how you meet the requirements of this role to [admin@waterstart.com](mailto:admin@waterstart.com). Phone calls are not accepted.

For more information about WaterStart, please visit [www.waterstart.com](http://www.waterstart.com)