



Job Title: Communications Manager
Location: Austin, Texas
Reports To: Director of Strategic Partnerships and Development
FLSA Status: [Exempt]

ABOUT TWF

Texas Water Foundation (TWF) is a statewide, nonpartisan, 501(c)(3) nonprofit working to lead Texas into a secure water future. Established in 1998, its original objective was to raise public awareness among all Texans regarding the vital role water plays in our daily lives. Today, TWF's work is focused on water policy, workforce and leadership initiatives, and a statewide water campaign. Read the strategic plan [here](#).

THE ROLE OF THE Communications Manager

The Opportunity: The Communications Manager has the unique opportunity to initiate this new role at TWF. In partnership with the leadership team, they will lead TWF's storytelling strategy and design during a transformational time for the organization, helping guide and standardize the conversation around water and water policy in Texas.

Ideal Candidate: Entrepreneurial leader with demonstrated success in planning, executing, and evolving effective communications strategies preferably in the policy or non-profit space. The ideal Communications Manager blends strategic, long-range thinking with the ability to respond nimbly and effectively in a fast-paced field.

Primary Responsibilities

- Develop and manage TWF's external communications strategy, across multi-media channels (social, email, web, blog) to highlight TWF impact to increase fundraising and program outreach. This includes drafting and editing policy briefs, as well as marketing emails, website content, blog posts, and communication collateral.
- Working with policy staff, develop and implement policy-driven communications strategies. Develop public-facing marketing materials, educational resources, press materials, etc.



- Collaborate with program staff to gather stories, data, and testimonials and systematize how that data is stored.
- Work with design partners to lead the rebranding vision, development, and strategy.
- Ensure that all communication materials adhere to brand guidelines and convey TWF's values and messaging.
- Create content and increase audience engagement on TWF's social media channels.
- Design and manage the TWF website content to ensure that it is consistent, compelling, and navigable.
- Monitor and evaluate the effectiveness of communication efforts and adjust strategies as needed to achieve desired outcomes. Compile regular reporting of campaign performance and results.
- Develop and manage the organization's communications calendar, ensuring dissemination of publications and promotion of events.
- Manage Communications department budget.
- Collaborate on development-focused communications.
- Partner with development to lead vision and creation of impact dashboard.
- Oversee media relations strategies, including pitching to media, drafting press releases, op-eds and editorials, managing media contacts, and tracking media coverage.
- Collaborate with Director of Water Policy to create strategic policy communications.

Qualifications

- Bachelor's degree in communications, marketing, journalism, public affairs, English, or related field preferred
- Minimum five (5) years of experience in a communications role, preferably in nonprofit or policy field
- Equal skill in planning proactively and responding nimbly to changing circumstances
- Demonstrated ability to write clearly/succinctly for different purposes on complex topics
- Ability to operate at both a strategic and tactical level
- Eye for design
- Excellent interpersonal and relationship management skills.
- Demonstrated success in managing and prioritizing multiple, complex projects
- Desire to be part of an evolving organization and contribute to its growth/reputation
- Strong commitment to a collaborative, team-oriented organizational culture
- Commitment to the mission and vision of Texas Water Foundation
- Commitment to professional execution of programs and integrity
- Graphics program experience a plus

ADDITIONAL INFORMATION

Compensation & Benefits

The salary range for this position is \$75,000-\$85,000 annually. Texas Water Foundation is proud to offer opportunities for growth as well as a generous benefits package including health insurance, retirement contribution, and paid time off including maternity/paternity leave. TWF is currently working in a hybrid working environment.

How to Apply

Interested applicants are asked to submit a cover letter, resume, three pieces of communications collateral, and three professional references to info@texaswater.org. Incomplete applications will not be considered. Please do not contact the Texas Water Foundation offices or staff directly.

We are proud to be an Equal Opportunity Employer. Our employment decisions are made without regard to race, color, religion, gender, sex, national origin, age, disability, marital status, veteran or military status or any other legally protected status.