ILLINOIS RURAL WATER ASSOCIATION

Job Description

Title: Marketing Coordinator

Status: Salaried: Non-Administrative

Reports to: Deputy Executive Director (Ultimately to Executive Director) – With advisory input from other Administrative Level Staff, as needed.

POSITION SUMMARY:

The mission statement of Illinois Rural Water Association is protecting and preserving the water and wastewater resources of rural Illinois through education, representation, and on-site technical assistance.

The Marketing Coordinator position requires an organized, enthusiastic, and flexible individual who can think on their feet and is motivated by working for a non-profit water and wastewater technical assistance and training organization. The candidate should be creative and have the ability to think strategically, while also helping to manage the day-to-day functions of the membership program.

The person should be capable of incorporating appropriate quality control and customer service principles into all aspects of their work. They will be responsible for developing, implementing, and executing strategic marketing plans to promote the Association's technical assistance and professional development programs, governmental affairs, and member services. The individual will also facilitate, develop, and maintain Association partnerships with utility members, associate members, and corporate sponsors. They will build and maintain a strong and consistent brand, representative of Illinois Rural Water Association's mission, through a wide range of online and offline marketing outlets.

ESSENTIAL FUNCTIONS:

- Collaborate with Administrative Staff to develop and execute marketing strategies and plans designed to increase and retain membership, with administrative approval.
- Coordinate, design, produce, and distribute Association print and digital marketing materials and publications, including magazines, e-News, promotional emails, and mailings.
- Coordinate, develop, and implement strategies for social media platforms.
- Website content creation as assigned.
- Assist with and attend IRWA conferences and awards programs, and develop marketing tools as needed; and annually attend 2 NRWA conferences, as warranted, and approved by the E.D.
- Build and maintain strategic relationships with associate business members, corporate sponsors, vendors, and governmental entities.
- Assist with the coordination of locations and venue logistics for IRWA training and education programs, initiatives, and events.
- Assist Administrative Staff with projects and initiatives that support the Association's strategic goals.

OTHER RESPONSIBILITIES:

- Effectively communicate with co-workers, utility representatives, regulators, business associates, governmental bodies, and members of the public in a professional manner at all times.
- Promote the Association and membership.
- Must possess strong organizational and inter-personal skills with the ability to work independently or with a team.
- Perform any other administrative duties as assigned by the Administrative Staff, with oversight from the DD, and/or the ED.
- Periodically, provide written articles for IRWA publications, as directed by administrative staff.

MINIMUM QUALIFICATIONS:

- Bachelor's degree with a focus in communications, marketing, public relations, or related field of study.
- Previous experience working in marketing, communications, public relations, or related field.
- Knowledge of marketing principles, tools, techniques, and best practices.
- Proficiency with web and social media content creation tools and platforms.
- Proficiency with personal computers and standard office applications, including Microsoft Office Suite, as well as other pertinent marketing and communication software.
- Strong project management, communication, organizational, and collaboration skills.
- Ability to communicate effectively and professionally, both verbally and in writing, in person, by phone, in print, and through electronic methods.
- Ability to work effectively and collaboratively with staff, Association members, business representatives, and other stakeholders.
- Ability to manage multiple projects and priorities in a professional environment.
- Possession of a valid driver's license.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Works from IRWA office in Taylorville; and/or from home (as allowable or needed, and warranted) for effective job position performance and results.
- Attends IRWA monthly staff meeting, at the IRWA office on the first work day of each month.
- Ability to use a computer for extended periods of time.
- Ability to lift 25 pounds.
- Ability to travel as needed to properly perform and satisfy the position.
- Work setting includes general office environment, and some possible outdoor work.

CONFLICT OF INTEREST:

The person holding this position, may not directly or indirectly conduct business with or perform services independent of the Association, or otherwise act in a manner that may present a conflict of interest.