DIRECTOR OF MARKETING

POSITION SPECIFICATIONS

CLIENT

The American Water Works Association ("AWWA") is an international, nonprofit, scientific and educational society dedicated to providing total water solutions while assuring the effective management of water. Founded in 1881, the Association is the largest organization of water supply professionals in the world.

AWWA's membership includes over 4,000 utilities that supply roughly 80 percent of the nation's drinking water and treat almost half of the nation's wastewater. Our more than 50,000 memberships represent the full spectrum of the water community: public water and wastewater systems, environmental advocates, scientists, academicians, and others who hold a genuine interest in water, our most important resource.

AWWA also takes great pride in helping establish two preeminent organizations dedicated to safe water, the Water Research Foundation in 1966 and Water For People in 1991.

AWWA unites the diverse water community to advance public health, safety, the economy, and the environment. In pursuit of these goals AWWA: 1) offers education to water professionals; 2) advocates for safe and sustainable water; 3) collects and shares knowledge; and 4) creates volunteering opportunities.

For more information about the American Water Works Association and its programs, please visit the website at www.awwa.org.
RESPONSIBILITIES

The Director of Marketing is the lead marketing business partner for the organization responsible for the planning, development and implementation of AWWA’s integrated marketing strategy. The Director will be responsible for directly or indirectly growing revenue in collaboration with colleagues while creating and delivering a synchronized, multi-channel marketing strategy covering diverse, complex target members, customers and products.

The Director will be responsible for leading a team of results-oriented staff and s/he must deliver an integrated marketing plan that provides new and existing members with a first rate experience that earns their loyalty and personal advocacy.

AWWA is looking for an individual who has the personality, technical skills, and leadership qualities necessary to take the organization forward as they focus on a more integrated approach to engaging their members. AWWA is looking for an extraordinary leader and strong collaborator adept at navigating a non-profit association that operates with a commitment to grow revenue to achieve its mission.

Key Responsibilities include:

- Developing a strategic plan for an integrated marketing function that is consistent with AWWA’s brand positioning.
- Developing a tactical plan that enables AWWA to achieve both near-term and long-term financial objectives.
- Leading the implementation of the tactical plan in a manner that achieves the strategic objectives through cross-functional collaboration.
- Developing, leading and managing a high-performing team of approximately 10-12 comprised of professionals with backgrounds in publishing, conferences, membership, creative and website management.
- Responsible for managing the marketing budget of approximately $100K, supporting revenue generation initiatives and the membership experience.
- Review all digital platforms in coordination with other business units to manage, track, and coordinate/determine best practices and procedures for digital marketing efforts.
- Protecting and maximizing the AWWA brand across all business lines and markets.
- Working with business partners to maximize customer experience in event participation, value of membership and publications.
- Implementing marketing tools to maximize the reach and value of marketing platforms, technologies and activities.
EDUCATION AND EXPERIENCE

- An undergraduate degree is required. An MBA in marketing or general management is preferred.
- A minimum of ten years of progressive senior leadership experience in an integrated marketing environment including a minimum of five years of managing a diverse marketing team.
- A proven background in both thought leadership and people leadership with success envisioning new directions and strategies as well as leading, motivating and developing a team for impactful results in a collaborative manner.
- Experience with a wide range of B2B marketing and branding initiatives within a complex, multi-product/revenue stream environment including: brand development, research/segmentation, CRM, web marketing, directory marketing, website development and management, public relations and emerging social media.
- Expertise in areas of brand-building and customer engagement with a history of success in developing, executing and managing extraordinary customer loyalty programs.
- A strong track record of delivering results in the web, social media and emerging technologies/media disciplines.
- A history of successful interaction and collaboration with diverse functional areas at all levels is imperative.

PERSONAL CHARACTERISTICS

- Must have exceptional leadership capabilities – including intelligence, vision, humility, and energy/drive – with the ability to serve as an inspiring leader who can develop and empower diverse teams.
- Excellent interpersonal and communication skills with a history of facilitating collaboration across various functions.
- Must be a well-rounded and entrepreneurial business leader.
- Adaptability with the capability to lead through change and a willingness to learn and explore new ideas while respecting organizational history.
- Relentlessly results-oriented with demonstrated ability to achieve strategic objectives.
- Demonstrated ability to achieve outcomes within established resources and work effectively in a flat organization.
- Must display a solid business acumen (e.g., a “quick study” and high capacity to learn with an outside-the-box mentality) that relies on good judgment and sound analysis.
- Ability to project and maintain a calm work atmosphere while concurrently operating in a time and deadline intensive, customer-driven environment. Effective in managing multiple initiatives simultaneously.
• Accepts and fosters a positive outlook toward change.
• Exhibits the highest standards of honesty and integrity reflective of a senior leader within an outstanding organization.

COMPENSATION

The projected compensation package for the successful candidate will include a competitive base salary plus benefits commensurate with the candidate’s experience and qualifications. Relocation assistance will be provided, if necessary.

APPLICATION PROCESS

EFL Associates, an executive search firm, is assisting AWWA with this important search. All calls and inquiries should be made through the search firm. Nominations and applications will be held in confidence. Review of applications will begin immediately and will continue until the position is filled.

NON-DISCRIMINATION

Our client and EFL Associates firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, gender, creed, national origin, disability, veteran status or any other protected category pursuant to applicable federal, state or local law.

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