Marketing and Communications Manager

Central Iowa Water Works
Full-Time | Salary Range: $120,000–$150,000

Central Iowa Water Works (CIWW) is seeking an experienced, creative, and self-motivated Marketing and Communications Manager to lead communications for Iowa's largest regional water authority.

CIWW provides regional drinking water production and planning in partnership with its Member Agencies. As the organization continues to grow, so does the need to tell the story of regional collaboration, communicate complex water issues clearly, engage stakeholders and provide timely and accurate information about source water and infrastructure that supports central Iowa.

This is an opportunity for an experienced communications professional to help shape how a growing regional organization communicates with its Member Agencies, elected officials, community partners, the media, and the public. CIWW is looking for someone who can think strategically while also rolling up their sleeves to create compelling content, manage day-to-day communications, and turn complex technical information into stories and information people can understand.

What You'll Do

The Marketing and Communications Manager will lead CIWW's communications, public education, media relations, and community engagement efforts. Responsibilities will include:

- Develop and implement CIWW's organization-wide communications strategy and maintain consistent messaging and branding.
- Manage CIWW's website, social media, newsletters, educational materials, presentations, fact sheets, reports, and other public-facing content.
- Tell the story of CIWW's regional collaboration, infrastructure investments, water supply planning, and long-term efforts to provide safe and reliable drinking water.
- Translate complex technical, operational, financial, and infrastructure information into clear and accessible communications.
- Coordinate closely with communications professionals from CIWW Member Agencies to support consistent and effective regional messaging.
- Develop communications and public education initiatives related to responsible water use, conservation, technology, and demand management.
- Lead and support media relations, including press releases, media inquiries, interviews, talking points, and background materials.
- Provide timely communications during water-use stages, source-water challenges, emergencies, and other operational events.

- Support community engagement, facility tours, stakeholder outreach, public presentations, and educational activities.
- Create engaging graphics, presentations, digital content, and other materials that help people understand CIWW and the region's water system.
- Measure communications effectiveness and identify opportunities to strengthen public awareness and understanding of CIWW.
- Manage communications consultants, vendors, and projects as assigned.

The position reflects CIWW's goal of moving from primarily responding to communications needs as they arise to maintaining a proactive, coordinated, and strategic communications program.

Who We're Looking For

The successful candidate will be a versatile communications professional who is comfortable moving between strategy and execution. One day may involve developing long-term messaging around a major infrastructure investment, while another may involve responding to a reporter, creating social media content, preparing a presentation, coordinating with Member Agencies, or communicating quickly about changing water conditions.

We are looking for someone who:

- Is an exceptional writer, editor, and communicator.
- Can make complicated subjects understandable without sacrificing accuracy.
- Thinks strategically but enjoys creating and executing the work.
- Exercises sound judgment in sensitive or rapidly changing situations.
- Can build strong working relationships with technical professionals, elected officials, journalists, community partners, and communications colleagues.
- Is comfortable managing multiple priorities and deadlines.
- Brings creativity and new ideas while understanding the importance of accuracy and consistency.
- Can work independently and take ownership of a growing communications program.

Qualifications

Substantial, progressively responsible experience in communications, public relations, marketing, journalism, public affairs, or community engagement is required.

Experience communicating about public utilities, infrastructure, water, local or regional government, engineering, environmental issues, or other technical subjects is especially valuable but not required.

Why CIWW?

CIWW is building something different: a regional approach to addressing water supply, water quality, infrastructure, responsible water use, and long-range planning. Communications are an increasingly important part of that work as CIWW expands its programs, capital investments, public education efforts, and regional presence.

This position provides an opportunity to build and shape the communications function of a growing organization**,** work directly with executive leadership, collaborate across communities and organizations, and help the public understand the infrastructure and planning required to provide reliable drinking water for a growing region.

Compensation

The anticipated hiring range is $120,000–$150,000 annually**,** depending on qualifications and experience. CIWW also offers a comprehensive benefits package.

How to Apply

Interested candidates should submit a resume, cover letter, and examples of relevant communications work or a professional portfolio through the posted position at www.ciww.gov.

Central Iowa Water Works complies with federal and state disability laws and makes reasonable accommodation for applicants and employees with disabilities. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the CIWW office at 515-412-9124 or info@ciww.gov.

This position description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties as may be required. The Water Works may revise this position description at any time. The position description is not to be considered as a contract of employment.

Central Iowa Water Works is an equal opportunity employer.