



Campaign Director Job Description

About TWF

Texas Water Foundation (TWF) is a 501(c)(3) non-profit organization established in 1998 to expand public awareness among Texans regarding the vital role water plays in our daily lives. Under the leadership of a distinguished Board of Directors, TWF adopted a [new strategic plan in 2019](#) with the objective of leading Texas into a sustainable water future. TWF continues to play a vital role in the water dialogue in Texas, while building new programs in water leadership, policy and education.

As part of the education program, TWF is launching the first statewide water education campaign called Texas Runs on Water. The campaign is the first of its kind, designed as an umbrella brand concept that allows for localization and geographical nuance. The objective of the campaign is to inspire Texans to associate their pride of place with the water that is needed to keep it running. The goal is for that inspiration to result in behavioral change that will help Texas meet its water conservation goals. It is built on years of data, and a hope to emulate the success of TxDOT's Don't Mess With Texas campaign. Philanthropic investments have allowed for the engagement of a creative agency, the initial campaign development, and has resulted in three initial pilot markets: Houston, the Panhandle, and the Hill Country.

About the Position

The Campaign Director will work to effectively strategize, plan, and implement the Texas Runs on Water campaign in coordination with the creative agency, CEO, and pilot market partners. A successful Campaign Director will work with the CEO to think strategically about campaign growth, including new campaign partners and pilot markets. The Campaign Director will also work to increase fundraising for the campaign in coordination with the Director of Development.

Key Responsibilities:

- Work with TWF's CEO to develop and grow a campaign strategy
- Build the Texas Runs on Water brand and supervise the execution, expansion, and monitoring of the campaign
- Serve as point of contact between the pilot markets and creative team
- Manage the contract creative team and oversee the development of all digital, video, print, and brand materials for the campaign
- Manage social media contractors, including establishing key performance indicators and researching trends

- Work to establish and leverage partnerships with like-minded Texas brands, state agencies, other entities, and celebrity spokespeople to amplify reach
- Lead fundraising efforts for the Texas Runs on Water campaign in coordination with TWF Director of Development
- Compile regular reports of campaign performance and results, and use those data and surveys to inform campaign strategy
- Manage swag production and distribution

Qualifications and Attributes:

- 3-5 years in communications or public relations, with some campaign experience
- The ability to operate at both a strategic and tactical level
- Management experience preferred
- Organized self-starter with the ability to thrive in fast-paced, entrepreneurial environments
- Ability to build relationships and cultivate partners
- Superior attention to detail and follow through
- Proficiency and interest with various social media platforms including Twitter, Facebook, Instagram, and TikTok and their trends
- Experience building Texas brands preferred
- Connections with creative agencies and Texas brands preferred
- Keen eye for graphic design, attention to detail, and storytelling
- Familiarity with interpreting survey and data analytics
- Knowledge of water or environmental issues preferred
- Commitment to the mission of Texas Water Foundation

Compensation and Benefits

Texas Water Foundation provides competitive salary and benefits, commensurate with experience. The Texas Water Foundation is proud to offer opportunities for growth as well as a generous benefits package including health insurance, retirement contribution match, and paid time off including maternity/paternity leave. TWF is currently working remotely due to the pandemic but will continue to offer an adaptable schedule and the ability to work partially remotely.

How to Apply

Interested applicants are asked to submit cover letter, resume and three professional references to beth@texaswater.org. Incomplete applications will not be considered. Please do not contact the Texas Water Foundation directly.

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