
MARKETING AND COMMUNICATIONS MANAGER

Location:

Hybrid, based in one of EIT Water's Regional Hub locations (Austria, Belgium, Bulgaria, Croatia, Denmark, Germany, Spain, UK)

Candidates must reside in the European Union or UK, have the right to work in their country of employment and be willing to undertake regular European travel, including to EIT Water's Head Office in Aarhus.

Contract:

Fixed term, 3 years with the potential to extend for a further 3 years

Ideal Start Date:

As soon as possible

How to Apply:

Send your CV and covering letter to recruitment@eitwater.eu

ABOUT EIT WATER

EIT Water brings together organisations across Europe's water, marine and maritime sectors to accelerate innovation, develop talent and create lasting impact. Through our European ecosystem of members, universities, businesses, public authorities and other partners, we connect knowledge, skills and innovation to address the sector's most pressing challenges.

THE ROLE

We are looking for an experienced and highly delivery-focused Marketing & Communications Manager to help build and grow EIT Water's brand, visibility and community across Europe.

Reporting to the Director of Communications, you will lead the day-to-day delivery of EIT Water's communications, marketing and events activities. You will be responsible for turning strategy into action, ensuring that campaigns, content, media engagement and events consistently support EIT Water's mission, reputation and growth objectives.

This is an ideal role for someone who enjoys combining strategic thinking with hands-on execution. You will work across brand management, content creation, digital communications, membership and programme marketing, events, media relations and stakeholder engagement. You will also play a

central role in delivering EIT Water's flagship annual event and wider events programme, working closely with regional hubs, programme teams, agencies and external partners.

YOUR IMPACT

You will:

- **Build and strengthen the EIT Water brand:** Ensure consistent and high-quality brand application across channels, assets, events, partner activities and regional hubs. Maintain brand guidelines, templates and communications resources that enable effective storytelling across the organisation.
- **Lead content and digital communications:** Manage the editorial calendar and oversee content production across website, social media, newsletters and other channels. Create and edit compelling content including case studies, thought leadership, presentations, stakeholder updates and digital campaigns.
- **Drive marketing and community growth:** Develop and deliver audience-focused campaigns that support membership growth, programme participation and community engagement. Translate complex initiatives into clear value propositions and measurable marketing outcomes.
- **Deliver impactful events:** Lead the end-to-end delivery of EIT Water's events programme, including the flagship annual event. Manage external agencies and suppliers, oversee logistics and budgets, and ensure every event strengthens EIT Water's reputation, relationships and visibility.
- **Support media and reputation management:** Develop media relationships, draft press releases and briefing materials, coordinate outreach activities and help position EIT Water as a leading voice within Europe's water and innovation ecosystem.
- **Strengthen communication operations:** Establish effective workflows, tools, reporting systems and performance metrics. Manage contractors and suppliers, contribute to team development and champion AI-enabled ways of working that improve quality and efficiency.

WHAT YOU BRING

We are looking for a communications and marketing professional with:

- Master's degree or equivalent professional experience.
- 6 to 8 years of experience across communications, marketing, brand management, digital communications, events or related disciplines, with at least 3 years at manager level.
- Experience managing events, including agency coordination, logistics, budgets and stakeholder engagement.

- Strong writing, editing and storytelling skills, with the ability to communicate complex ideas clearly and effectively.
- Experience developing audience-focused campaigns and using data and insights to improve performance.
- Hands-on experience with digital communications platforms, CRM systems, analytics tools and marketing technologies.
- Strong understanding of LinkedIn and other digital channels, including paid promotion.
- Experience leading suppliers, agencies or contractors and coordinating multiple projects simultaneously.
- Confidence working with senior stakeholders and presenting recommendations clearly and professionally.
- Experience operating in European, international or multi-stakeholder environments is highly desirable.
- Experience within innovation ecosystems, EU-funded programmes, sustainability, water, marine or environmental sectors is an advantage.

SKILLS & COMPETENCIES

Beyond experience, we are looking for someone who combines excellent execution with strong professional judgement.

In particular, you will bring:

- **Strategic thinking:** The ability to connect communications and marketing activities to organisational priorities and measurable outcomes.
- **Exceptional delivery:** Strong organisational skills and a proven ability to manage multiple priorities while maintaining quality.
- **Content and storytelling expertise:** The ability to create engaging, audience-focused content across formats and channels.
- **Marketing mindset:** A strong understanding of audience engagement, conversion, community building and campaign performance.
- **Stakeholder management:** The ability to build trusted relationships across teams, cultures and organisational levels.
- **Digital and data fluency:** Confidence using analytics, CRM systems, digital platforms and AI-enabled tools to guide decisions and improve effectiveness.
- **Adaptability and innovation:** Curiosity about new technologies and communication approaches, with a willingness to experiment and learn.
- **Cross-cultural agility:** the ability to work effectively across different European countries, institutions, professional cultures and partner organisations.

Fluency in English is essential, additional European languages are an advantage.

WHY JOIN EIT WATER?

If you are motivated by helping shape the voice, visibility and impact of a new European innovation community, this is a unique opportunity to build something from the ground up.

You will join an ambitious, purpose-driven organisation working to strengthen Europe's water resilience, support innovation and create lasting environmental and societal impact, while collaborating with leading organisations and experts from across the continent.