

WATER MARKETING SPECIALIST

PURPOSE: Working directly for the DPW-Milwaukee Water Works, this position will raise awareness (nationally, regionally and locally) of the benefits of Milwaukee's water quality, quantity and value. This position will work to encourage water-intensive industries to relocate to Milwaukee and act as a liaison with existing large water customers of Milwaukee Water Works.

ESSENTIAL FUNCTIONS:

- ♦ Develop a comprehensive understanding of Milwaukee's water treatment and distribution advantages.
- ♦ Devise a comprehensive communication and marketing strategy and materials.
- ♦ Use various resources to research and identify businesses and industries that can benefit from a supply of high quality, abundant and reasonably priced water to achieve their business objectives.
- ♦ Provide outreach to Milwaukee area businesses and industries to reinforce the benefits of Milwaukee's water.
- ♦ Make presentations at meetings and conventions to appropriate audiences.
- ♦ Act as liaison with the Department of City Development and work with them as new opportunities become available through their leads.
- ♦ Prepare educational materials for various age groups and technical levels.
- ♦ Present strengths and benefits of Milwaukee water, as it relates to economic development, at water-related meetings and activities by verbal presentations and by staffing informational booths.
- ♦ Prepare and evaluate surveys for various types of customer contacts.
- ♦ Meet with large customers of the Water Works on a regular basis to facilitate exchange of information and any concerns.
- ♦ Perform other duties as assigned.

MINIMUM REQUIREMENTS:

1. Bachelor's degree in Marketing or closely related field from an accredited college or university.
2. Three years of progressively responsible marketing experience which included project management; customer relations and communications; and substantial research and development of new business customers/territories.

Note: Equivalent combinations of education and experience may also be considered.

3. Valid driver's license time of appointment and throughout employment.
4. City of Milwaukee residency within six months of appointment and throughout employment.

DESIRABLE QUALIFICATIONS:

- ♦ Knowledge and experience with water-intensive industries.
- ♦ Familiarity with Milwaukee Water Works organization and attributes.

KNOWLEDGE, SKILLS AND ABILITIES REQUIREMENTS:

- ♦ Strong written and verbal communication skills.
- ♦ Strong research and analytical skills.
- ♦ Ability to develop innovative marketing strategies.
- ♦ Ability to work effectively with public officials, co-workers and the general public.
- ♦ Ability to work with minimal supervision.
- ♦ Ability to take initiative and follow through on projects to completion.
- ♦ Ability to be a strong advocate for Milwaukee Water Works and the City of Milwaukee.
- ♦ Ability to build strong partnerships with new and existing clients.

THE CURRENT SALARY (005) IS: \$41,182 to \$57,658 annually.