
DIRECTOR OF COMMUNICATIONS & BRAND

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:

January 1, 2027

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 a strategic and influential Director of Communications & Brand to shape EIT Water's voice, reputation and brand as the organisation establishes itself as a leading pan-European platform for water innovation and impact.

This is a strategic leadership role for someone who can combine brand, reputation, storytelling, digital engagement and stakeholder communications with the ability to turn complex organisational priorities, scientific and technical content and measurable impact into compelling narratives for diverse European audiences.

Reporting into the Chief Impact Officer, you will own the Communication & Brand portfolio and budget, and will translate EIT Water's Strategic Agenda, Business Plan and organisational priorities

into an integrated communications and brand strategy that builds awareness, trust and engagement across Europe.

YOUR IMPACT

You will:

- **Set the strategy and portfolio:** Develop and lead EIT Water's integrated communications and brand strategy, aligned with the Strategic Agenda, Business Plan and organisational priorities.
- **Turn strategy into execution:** Translate priorities into impactful campaigns, content and storytelling that build awareness, mobilise Members and stakeholders, support programme participation and demonstrate EIT Water's impact.
- **Build the brand and reputation:** Establish a distinctive positioning, corporate narrative, brand architecture and governance that strengthen EIT Water's visibility, credibility and reputation across Europe.
- **Build European visibility and influence:** Develop strong media and public-relations networks and position the CEO, Management Team and experts through thought leadership and executive communications.
- **Orchestrate communication across the ecosystem:** Create effective ways of working across functions, Members, partners and all eight Regional Hubs, balancing a coherent European brand with appropriate regional adaptation.
- **Lead digital and audience growth:** Set the direction for website, social media, email and other digital channels, using audience insight, analytics and data to improve reach, engagement, participation and conversion.
- **Own reputation and issues management:** Establish effective monitoring, escalation, spokesperson and crisis-communications approaches and provide trusted advice to senior leaders on sensitive and reputationally significant issues.
- **Own financial sustainability:** Manage the portfolio budget and resources and establish clear accountability and effective governance.
- **Ensure governance and compliance:** Provide appropriate governance for brand, communications, EIT Community and EU visibility, transparency, accessibility, data protection and partner communications requirements.
- **Develop the team:** Lead and develop a high-performing Communication and Brand team, establish clear accountability and foster a collaborative, entrepreneurial and impact-focused culture.

You will lead a dedicated team and work closely with the Directors of Education, Innovation and Business Creation and EIT Water's wider leadership community.

WHAT YOU BRING

We are looking for a senior leader with:

- Master's degree or equivalent professional experience in communications, corporate affairs, public relations, journalism, marketing, brand, digital communications or a related field.
- 10+ years' experience including senior responsibility for corporate communications, brand or reputation in an international or pan-European context.
- Strategic communications expertise, with a proven track record of developing and implementing integrated communications and brand strategies aligned with organisational objectives.
- Brand and reputation expertise, including experience building, launching or repositioning brands for complex, fast-growing or mission-led organisations.
- Broad communications experience, spanning media relations, digital communications, content, campaigns, executive communications, internal communications and issues or crisis management.
- European and multi-stakeholder experience, including communications across distributed teams, regional structures, networks, member organisations or partnerships.
- Digital and audience expertise, with strong understanding of digital channels, audience development, campaigns, analytics and data-informed communications.
- European ecosystem experience, ideally across multinational partnerships, innovation ecosystems or publicly funded programmes; EIT/KIC or EU programme experience is an advantage.
- Sector knowledge of the European water, marine and maritime sector and its sustainability challenges.

SKILLS & COMPETENCIES

Success in this role requires more than deep functional expertise. You will be a strategic, trusted advisor and organisational orchestrator who can move confidently between strategy and execution.

You will bring:

- **Strategic leadership:** the ability to translate organisational strategy into clear communications priorities and action.
- **Campaign design & scaling:** Design, launch and scale integrated campaigns that build awareness, participation and reputation across European audiences.
- **Communication & storytelling:** Outstanding writing, editing, storytelling and verbal communication skills.

- **Strategic judgement:** Strong brand, reputation and stakeholder judgement, with the ability to navigate sensitive and high-profile issues.
- **Audience and digital mindset:** Creative, digitally fluent and able to use insight and data to improve communications effectiveness.
- **Stakeholder management:** confidence influencing senior stakeholders and building trusted relationships across sectors and cultures.
- **Agility & resilience:** Calm, credible and decisive when managing competing priorities, ambiguity or fast-moving situations.
- **People leadership:** a track record of building high-performing teams, creating accountability and developing people.
- **Cross-cultural agility:** the ability to work effectively across different European countries, institutions, professional cultures and perspectives.

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

WHY JOIN EIT WATER?

If you are energised by the opportunity to shape the voice and reputation of EIT Water and make its impact visible across Europe, we would like to hear from you.