



Job Title: Marketing Communications Specialist

Reports To: Business Development Manager
Direct Reports: none
Compensation: Salary
Employment Status: Full time (45 Hours per week)

COMPANY INFO

MW Watermark wants to make a difference. We are passionate about the world's water. We are innovative, focused on customer service and always try to exceed expectations. We are an environmentally conscious company with people who are energized, encouraged and inspired to make a difference in the water business, and as a result, make a positive difference to our planet by helping to keep our shared, finite water supply clean and usable for generations to come. We build amazing water and wastewater treatment equipment. Together, we can make a difference.

SUMMARY

The Marketing Communications Specialist is responsible for creating, updating, and coordinating marketing and communication materials that support M.W. Watermark's sales, customer service, engineering, manufacturing, and internal communication needs. This position is a hands-on role requiring strong organization, writing, design, photography, videography, and digital marketing skills.

This position will work closely with Sales, Engineering, Production, Customer Service, outside marketing contractors, and the company's SEO/website-development provider. The SEO provider is responsible for completing major website updates, and the Marketing Communications Specialist is responsible for making routine WordPress updates, revising content, and coordinating website-related requests.

PRIMARY RESPONSIBILITIES

1. Create, update, and maintain marketing materials, including product literature, videos, presentations, website content, blog posts, email newsletters, and other customer-facing materials.
2. Work with Sales and other departments to develop marketing content that supports lead generation, customer education, product promotion, and customer visits.
3. Coordinate with outside marketing contractors and the company's SEO provider to keep marketing projects moving and ensure outside work aligns with company needs.
4. Make routine updates to the company website using WordPress, including editing or replacing text, images, videos, downloadable files, and other basic content.
5. Take photos of equipment, aftermarket parts, production work, completed projects, company events, and other products or activities.
6. Create photo-realistic renders of 3D product models for use on the company website, in sales literature, product manuals, presentations, and other marketing materials.
7. Record and edit video content for marketing, sales, and training purposes.
8. Create or assist with the creation of product or process animation clips for use in videos and presentations.
9. Create and edit visual content using graphic design, photo editing, layout, and publishing software.
10. Create polished company and product videos using video clips, animations, photos, renders, diagrams, text, music, voiceover, captions, and other visual elements.
11. Assist in and report on SEM activities for Google/Bing ads and related campaigns.
12. Create, schedule, and maintain content for company social media pages, including Facebook, LinkedIn, YouTube, and other platforms as needed.
13. Assist Engineering with product manuals, including updating photos, diagrams, formatting, and technical written content as needed.
14. Support internal company communications by creating and loading slide shows and display content on screens throughout the facility.

15. Assist with company events by creating RSVP cards, signage, presentations, videos, and other event-related materials.
16. Maintain consistent branding, messaging, formatting, and visual standards across all marketing materials/platforms and internal content.
17. Organize and maintain company photos, videos, graphics, logos, templates, and related marketing assets in a clear and accessible file structure.
18. Work in a self-directed manner while coordinating effectively with other employees and marketing contractors.
19. Promote and contribute to a continuous improvement culture.
20. Perform other related duties as assigned.

KNOWLEDGE AND SKILL REQUIREMENTS

1. Bachelor's degree in marketing, communications, graphic design, digital media, visual communications, or equivalent.
2. Experience in marketing, communications, graphic design, digital content creation, photography, video production.
3. Experience creating marketing materials, sales literature, digital content, email newsletters, presentations, and other business communications.
4. Working knowledge of WordPress, including the ability to make routine content updates.
5. Videography and photography experience.
6. Motion graphics, animation, or video effects experience preferred.
7. Experience with Adobe design and photo/video editing software or similar.
8. Experience creating photo-realistic renders from 3D product models preferred.
9. Understanding of SEO, website content, digital marketing, and search engine marketing.
10. Ability to understand technical products and convert technical information into clear marketing, sales, and communication materials.
11. Experience in manufacturing, industrial equipment, or other technical B2B markets preferred.
12. Experience with Google/Bing Ads, email marketing platforms, website analytics, and social media management tools is a plus.
13. Strong organization skills and the ability to manage multiple projects, deadlines, requests, and priorities.
14. Proficiency with Microsoft Office, including Word, Excel, PowerPoint, and Outlook.
15. Strong written and verbal communication skills.

WORKING CONDITIONS

Working conditions are normal for an office environment. Business casual attire is required. This position will also require work on the production floor to take photos, record video, gather product information, assist with documentation, and coordinate with other departments. Production floor work requires the use of safety equipment, including but not limited to safety glasses, hearing protection, and a hard hat depending on the work area.

REMOTE WORK

This is an on-site position to facilitate collaboration with other departments and to allow regular photography, videography, product documentation, production-floor content creation, internal communication work, and company event support. There is no regularly scheduled remote work; however, remote work may be authorized on a case-by-case basis depending on the circumstances at the time of the request.

“ADA CHECKLIST”
**CHECKLIST FOR DETERMINING THE GENERAL PHYSICAL REQUIREMENTS,
PHYSICAL ACTIVITIES, VISUAL ACUITY, AND WORKING CONDITIONS OF
SPA (STATE PERSONNEL ACT) STAFF POSITIONS**

Position: Marketing Communications Specialist

Check the boxes next to the letters that correspond with the physical aspects of the essential functions of the position. Essential functions are the fundamental job duties, meaning the position exists to perform the function; there is a limited number of employees among whom the performance of the function can be distributed; and/or the incumbent is hired for expertise or ability to perform the function due to its high specialization. The Americans With Disabilities Act of 1990 (ADA) and associated Federal regulations protect qualified individuals with disabilities from discrimination in all areas of employment. To be considered qualified, an individual must be able to perform the essential functions of a position, with or without reasonable accommodation. It is important that the physical tasks associated with the essential functions be identified appropriately so that persons with disabilities can determine if any accommodation is necessary.

I certify that I have read the physical requirements as set forth below and am physically able to perform the necessary duties as indicated herein.

Employee Signature: _____ Date: _____

1. GENERAL PHYSICAL REQUIREMENTS

Please check the ONE description of general physical requirements that best describes the work requirements of the position:

- A. Sedentary work:** Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
- B. Light work:** Exerting up to 20 pounds of force occasionally and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of force greater than that for Sedentary Work and the worker sits most of the time, the job is rated for light work.
- C. Medium work:** Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- D. Heavy work:** Exerting up to 100 pounds of force occasionally and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- E. Very heavy work:** Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force constantly to move objects.

2. PHYSICAL ACTIVITIES

Please check ALL physical activities that apply to the essential functions of the position:

- A. Climbing:** Ascending or descending ladders, stairs, scaffolding, ramps, poles and the like, using feet and legs and/or hands and arms. Body agility is emphasized. This factor is important if the amount and kind of climbing required exceeds that required for ordinary locomotion.
- B. Balancing:** Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces. This factor is important if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
- C. Stooping:** Bending body downward and forward by bending spine at the waist. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
- D. Kneeling:** Bending legs at knee to come to a rest on knee or knees.

- E. Crouching:** Bending the body downward and forward by bending leg and spine.
- F. Crawling:** Moving about on hands and knees or hands and feet.
- G. Reaching:** Extending hand(s) and arm(s) in any direction.
- H. Standing:** Particularly for sustained periods of time.
- I. Walking:** Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.
- J. Pushing:** Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.
- K. Pulling:** Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
- L. Lifting:** Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. This factor is important if it occurs to a considerable degree and requires the substantial use of the upper extremities and back muscles.
- M. Fingering:** Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand or arm as in handling.
- N. Grasping:** Applying pressure to an object with the fingers and palm.
- O. Feeling:** Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- P. Talking:** Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Q. Hearing:** Perceiving the nature of sounds at normal speaking levels or without correction. Ability to receive detailed information through oral communication, and make fine discriminations in sound.
- R. Repetitive Motions:** Substantial movements (motions) of the wrists, hands, and/or fingers.

3. VISUAL ACUITY

Please check the ONE description of visual acuity requirements (including color, depth perception, and field of vision), that best describes the requirements of the position:

- A.** The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; expansive reading; visual inspection involving small defects, small parts and/or operation of machines (including inspection); using measurement devices; and/or assembly of fabrication of parts at distances close to the eyes.
- B.** The worker is required to have visual acuity to perform an activity such as: operating machines such as lathes, drill presses, power saws and mills where the seeing job is at or within arm's reach; performing mechanical or skilled trades tasks of a non-repetitive nature such as carpenters, technicians, service people, plumbers, painters, mechanics, etc.
- C.** The worker is required to have visual acuity to operate motor vehicles or heavy equipment.
- D.** The worker is required to have visual acuity to determine the accuracy, neatness, thoroughness of work assigned (i.e., custodial, food services, general labor, etc.) or to make general observations of facilities or structures (i.e., security guard, inspection, etc.)

4. WORKING CONDITIONS

Please check ALL conditions the worker is subject to in performing the essential functions of the position:

- A. The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes.
- B. The worker is subject to outside environmental conditions: No effective protection from weather.
- C. The worker is subject to both environmental conditions: Activities occur inside and outside.
- D. The worker is subject to extreme cold: Temperatures typically below 32 degrees for periods of more than one hour. Consideration should be given to the effect of other environmental conditions such as wind and humidity.
- E. The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than hour. Consideration should be given to the effect of other environmental conditions such as wind and humidity.
- F. The worker is subject to noise: There is sufficient noise to cause worker to shout in order to be heard above the ambient noise level.
- G. The worker is subject to vibration: Exposure to oscillating movements of extremities or whole body.
- H. The worker is subject to hazards: Includes a variety of physical conditions, such as proximity to moving mechanical parts, moving vehicles, electrical current, working on scaffolding and high places, exposure to high heat or exposure to chemicals.
- I. The worker is subject to atmospheric conditions: One or more of the following conditions that affect the respiratory system of the skin: Fumes, odors, dusts, mists, gases or poor ventilation.
- J. The worker is subject to oils: There is air and/or skin exposure to oils and other cutting fluids.
- K. The worker is required to wear a respirator.
- L. The worker frequently is in close quarters, crawl space, shafts, manholes, small, enclosed rooms, small sewage and water line pipes, and other areas which could cause claustrophobia.
- M. The worker is required to function in narrow aisles or passageways.
- N. The worker is exposed to infectious diseases.
- O. The worker is required to function around prisoners or mental patients.
- P. None: The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work).