



Tradewater
Director of MarCom
Location: Remote

Link to apply: <https://tradewater.applytojob.com/apply/BBFg8yPqzV/Director-Of-MarCom>

[Tradewater](#) is a B Corp and mission-based project development company that is in business to prevent catastrophic climate change. We are on a mission to improve the environment and create economic opportunity through the collection, control, and destruction of potent, non-CO2 greenhouse gases. Tradewater believes that a company committed to cleaning up the environment can be just as successful – if not more so – than a company that achieves its goals without regard to environmental impact.

Non-CO2 gases account for nearly half of all global warming from human activity since 1970. Our work, referred to as “emergency brake solutions” by [Project Drawdown](#) is essential to prevent catastrophic climate change. Our projects include the destruction of refrigerants and halon fire suppressants that are potent greenhouse gases and deplete the ozone layer. We also find, measure, and plug orphaned oil and gas wells that have no solvent operator and are leaking methane into the atmosphere. To date, we have permanently prevented over 6.9 million tons of CO2e from reaching the atmosphere and we are on a path to prevent the release of at least 22 million tons of CO2e by 2027.

The Opportunity

Reporting directly to the CMO, the Director of MarCom will create and implement an innovative and compelling global communications, branding, and marketing strategy consistent with Tradewater’s mission and long-range strategic goals; resulting in increased awareness, relevance, and revenue with target audiences. The role will coordinate with and provide key communication support to Tradewater’s program development and market development departments.

Key responsibilities include:

- Ensure adherence to a creative brand direction that effectively communicates Tradewater’s vision and values to the world.
- Lead the translation of Tradewater’s vision into a results-oriented communications, branding, and marketing strategy to reach various audiences.
- Evaluate Tradewater’s current branding, communications, and marketing approach, inclusive of the distinct DBAs the organization operates. Develop an actionable strategy for evolving Tradewater’s approach, resulting in one unified global brand that supports Tradewater’s marketing plans to drive sales of its products and services.
- Lead efforts to consolidate and enhance websites and other collateral as needed, resulting in clear and cohesive messaging.
- Oversee the development and execution of strategies to drive visibility proactively and creatively for the Tradewater brand, its key spokespeople, and key messages.
- Serve as a hands-on leader. Mentor and develop an existing team that recognizes industry best practices and a high standard of quality outputs.



- Establish a culture of high performance and continuous improvement that values innovation and a commitment to quality, positioning Tradewater as an innovator, change-maker, and disrupter in the environmental space.
- Develop objectives, goals, measurements, and outcomes for communications, marketing, and engagement activities.
- Leverage data to evaluate the efficacy of various initiatives and approaches and use that to drive decisions.
- Translate the technical capabilities and impact of Tradewater into meaningful language and stories that serve as a catalyst to move target audiences to action.
- Build strong working relationships cross functionally and at all levels of the organization to collaboratively create and implement communications, marketing, and engagement strategies and initiatives relevant to breadth of global geographies and audiences Tradewater serves.

While Tradewater is based in Chicago, it has offices and team members around the world. The Director of MarCom may be based remotely.

Requirements:

Strong candidates will bring deep communications, branding, and marketing competencies and skills combined with the vision and energy required to significantly evolve and grow the function within a fast-growing, global organization. They will be a strong leader and manager with the capacity to work in partnership across the organization to develop and implement innovative and impactful strategies.

The following offers a detailed, aspirational view of the ideal candidate profile.

A Creative & Transformational Communications & Marketing Strategist

The Director of MarCom is a transformational communications leader with demonstrated success elevating a brand and a track record of growing businesses and/or positively impacting revenue. They bring creative ideas and strategies and a proven ability to successfully target and engage diverse audiences. A compelling storyteller, the Director can translate technical work into illustrative narratives that drive understanding, connection, and trust and inspire action. They bring a global perspective and a demonstrated understanding of how to engage a diverse set of constituents around the world.

Data Driven and Results Oriented with a Strong Business Acumen

The Director of MarCom has demonstrable experience in setting, implementing, and measuring the impact of innovative communications strategies and ensuring outcomes. This data-driven individual will be able to conceptualize and analyze both problems and solutions and identify key metrics that will help Tradewater sell its products and services to reach its goals. The Director is comfortable in a fast-paced, high-performing environment, with the ability to 'juggle many balls' and prioritize appropriately, with a constant focus on both short and long-range goals.

Innovative, Flexible, and Hands-On Leader

The Director of MarCom is continually innovating to help expand brand recognition, reach, and impact. They must embrace creativity, adaptability, and a willingness to take chances coupled with a desire to learn and grow personally and professionally. This leader must have the ability to be hands on while also engaging in long-term planning around growth strategies and everything in between. They will have a clear level of flexibility and agility to course correct if/when needed. They will understand how to move



quickly, identifying and acting on opportunities as they arise. This leader is a self-starter, doer, and finisher who is resourceful and entrepreneurial, yet team oriented.

A Relationship Builder and Collaborator

The Director of MarCom is an energetic leader and strong communicator who successfully conveys the mission and vision of Tradewater to all constituents. This leader has an inspirational and influential approach to building collaboration and buy-in and generating support from all stakeholders. The Director brings a natural ability to build and sustain relationships at multiple levels with diverse groups, both internally and externally. A strong people leader, the Director mentors staff, develops talent, and fosters a positive environment for participation, collaboration, and innovation. The Director is also able to network externally to identify and develop externally opportunities for the Brand and its team members. This includes but is not limited to earned media opportunities, speaking engagements, and being a brand ambassador externally.

Values Alignment and Passion for the Mission

The Director of MarCom will bring a desire to be part of a mission-driven organization that is operating on the front lines of the climate change movement. They will be energized by the opportunity to join an organization with a track record of setting ambitious goals and going after big problems. The Director of Communications will be a bold thinker who leads with sincerity, honesty, credibility, and the highest levels of personal and professional integrity and ethics.

The Application Process

Here is a guide for [what to expect](#) throughout the hiring process.

Tradewater provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to sex, sex stereotyping, pregnancy (including pregnancy, childbirth, and medical conditions related to pregnancy, childbirth, or breastfeeding), race, color, religion, ancestry or national origin, age, disability status, medical condition, marital status, sexual orientation, gender, gender identity, gender expression, transgender status, political affiliation, protected military or veteran status, citizenship status, genetic information, or any other characteristic protected by federal, state, or local laws.

Tradewater is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email humanresources@tradewater.us. If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

If you are interested in applying for this position, please submit your application at:

<https://tradewater.applytojob.com/apply/BBFg8yPqzV/Director-Of-MarCom>