



POSITION ANNOUNCEMENT

Position title: Marketing Manager
Category: Full-time position
Reports to: Director, Brand & Marketing
Location: Kansas City, MO
Deadline: None, position open until filled

750 million people – about one in nine – lack access to safe water; 2.5 billion people lack access to a toilet. At Water.org, we are dedicated to changing this. Join us.

At Water.org we envision the day when everyone in the world can take a safe drink of water and experience the dignity of a toilet. For 25 years, we have been at the forefront of developing and delivering solutions to the water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven, and market-based solutions to ensure all people have access to safe water and sanitation; giving women hope, children health, and communities a future. To date, Water.org has positively transformed more than 3 million lives across Africa, Asia and Latin America.

Position Summary

The Marketing Manager will manage the creation of communications to serve the entire organization. Working across multiple departments and with a variety of internal and external clients, the Marketing Manager will ensure that Water.org is consistently producing engaging, effective and brand-building content across all channels.

Reporting and Location

This position reports to the Director of Brand & Marketing and is based in Kansas City, Missouri.

Key Responsibilities

- *Internal project management:*
 - Develop high quality, timely collateral required for organizational success.
 - Manage and lead projects supporting internal clients - inclusive of all departments, but with a focus on brand partnerships, fundraising development and advocacy efforts.
- *External project & relationship management:*
 - Manage relationships and projects with key external partners – this may include foundations, corporations and agencies.
- *Public Relations:*
 - Draft and manage press releases in support of Water.org campaigns and partner communications.

- Establish and further develop a network of press relationships to help further Water.org's reach.
- Collaborate with the office of the CEO to ensure consistent messaging across all PR communications and collateral.
- Marketing support:
 - Work alongside the Director of Brand & Marketing in managing campaigns, the brand, and team fundraising efforts.
 - Contribute to the development of best in class communications and campaigns that tell the Water.org story across key constituencies.
 - Remain flexible and provide leadership within the marketing team when needed; this could include support with newsletters, cause marketing, online fundraisers, website management, content development and more.

Qualifications

- BA/BS required
- 10 years of strategic consumer marketing and communications experience working for top-tier brands
- Agency Account Executive experience highly preferred
- Experience in PR and/or executing public affairs plans preferred
- Excellent communication skills and outstanding project management; demonstrated success managing multiple projects and multiple audiences
- Knowledge and experience in social, digital and traditional marketing
- Strength in integrating campaigns across multiple channels
- Experience in implementing brand positioning and frameworks a plus
- Strategic thinker, detail-orientated, committed to excellence, self-starter
- Success in for-profit and/or not-for-profit environment
- Demonstrated expertise in Word, Excel, PowerPoint and related programs

Salary/Benefits

This position offers full-time benefits, including medical/dental insurance, life and disability insurance, retirement program and periodic review for merit and incentive pay based on organizational and personal achievement. Salary will be based on education and experience, and will coincide with similar nonprofit organizations in international development.

Application Information

Please go to <http://careers.water.org> to apply. Please title your attachments with last name, first name. Resumes will be reviewed as they are received.

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