

POSITION ANNOUNCEMENT

Position title: Community Manager, Social Media Management
Category: Full-time position
Reports to: Director, Brand & Marketing
Location: Kansas City, MO
Date: October 31, 2015

660 million people – about one in ten – lack access to safe water; 2.4 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 Community Manager will maintain, engage + grow Water.org's presence in our online communities, ensure a consistent voice and reinforce our leadership position across all social media channels. The candidate will develop and manage digital fundraising programs and advocacy initiatives, and partner with marketing team members to communicate with online audiences.

Reporting and Location

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

Key Responsibilities

- *Social media voice*
 - Develop and manage a monthly calendar that establishes a cadence for sharing content that raises awareness of the global water crisis, Water.org and our mission, as well as raises funds to support our work
 - Ensure message consistency and that content is timely, shareable, fosters engagement and reinforces the leadership position of Water.org on social media channels
 - Partner with the internal creative team to develop graphics and theme-based content for sharing on social media
- *Social media management*
 - Grow the Water.org presence on social media channels such as Facebook, Twitter, Google+, Instagram, Pinterest, LinkedIn, YouTube and Vine

- Serve as the subject matter expert advising Water.org on social media trends and emerging platforms
- Lead the Water.org adoption of existing platform enhancements, as well as new and relevant social media channels, for digital fundraising and advocacy
- Meet and exceed stated social media impression and engagement and impression goals
- *Grassroots fundraising*
 - Collaborate with marketing team members to develop online fundraising campaigns and promotions to achieve stated goals
 - Execute and manage the digital components of fundraising campaigns and promotions
 - Monitor performance of fundraising campaigns and recommend revised tactics as appropriate
- *Digital advocacy*
 - Conceive, execute and manage digital advocacy campaigns; ensure programs have relevant and engaging content to raise awareness of the global water crisis and available solutions
 - Integrate advocacy programming with social media channels for increased effectiveness and reach
- *Power.Water.org*
 - Develop relevant, insightful and shareable content to be communicated on a monthly basis or as special campaigns warrant
 - Work with the in-house developer to manage the Power platform

The Community Manager may also be needed to provide leadership or support of other marketing programs and communication channels including:

- *E-newsletter/email marketing*
 - Plan, write and manage monthly e-newsletter content shared with the Water.org supporter and donor database; partner with internal design team to develop
 - Collaborate with donor relations team, as well as data analysts, to ensure recipient database is updated and maintained
- *Give.Water.org*
 - Manage function and appearance of the Give platform to ensure best user experience and to inspire engagement; update leadership on adoption and functionality
 - Develop and implement promotions to inspire users to set up fundraisers; monitor campaigns and highlight on social channels as appropriate
 - Position the Give platform as the place for the social community to support and become involved with Water.org
 - Introduce the Give platform to influential users and invite them to launch a fundraising campaign; develop the individual's campaign and promote across social channels
 - Partner with marketing team members to update and maintain the Give database

- *Web site content creation*
 - Identify and research success stories about communities served by Water.org; interview sources, write content and publish to the web site
 - May include on-site travel for interviews, photography, video or other media
- *Fundraising and partnerships*
 - Foster new relationships and nurture existing contacts in the technology/app community, as well as the water and NGO sectors, to cultivate and ensure support of Water.org campaigns
 - Proactively identify opportunities to collaborate with other organizations in order to amplify the Water.org mission and message

Qualifications

Strong communication and writing skills are a must. Candidate should have experience developing messaging that meets brand standards and may be applied across a variety of social media and other communication channels.

Additional qualifications include:

- BA/BS degree
- 5 years of experience working for top-tier brands in social, digital and traditional marketing; agency experience highly preferred
- Outstanding project management skills with the ability to manage multiple projects under restrictive deadlines
- Strength in integrating campaigns across multiple channels and multiple audiences
- Strategic thinker, detail-orientated, committed to excellence, self-starter
- Success in for-profit and/or not-for profit environment
- Proficiency in Word, Excel, PowerPoint, Google Docs and the Adobe creative suite
- Knowledge of URL shortening tools such as Bitly or TinyURL, as well as an understanding of URL tracking
- Experience using content marketing tools for sharing messages such as Crimson Hexagon, Sprout Social, Hootsuite and Google Analytics Expertise reporting and analyzing data from content marketing tools; ability to quickly master the Water.org internal engagement system

Salary/Benefits

This position offers full-time benefits, including medical/dental insurance, life and disability insurance, and a retirement program. Salary will be based on education and experience, and will coincide with similar non-profit organizations in international development.

Application Information

Please go to <http://water.org/about/careers> to apply.

NO PHONE CALLS PLEASE.

Water.org is an equal opportunity employer. We do not discriminate on the basis of age, ethnicity, gender, nationality, religious belief, or sexual orientation.