



## **POSITION ANNOUNCEMENT**

**Position title:** Copywriter  
**Category:** Full time position  
**Reports to:** Sr. Manager, Brand Marketing and Development  
**Location:** Kansas City, MO  
**Date:** March 26, 2012

### **Introduction**

Nearly one billion people – about one in eight – lack access to clean water. More than twice that many, 2.5 billion people, don't have access to a toilet. These are the people Water.org serves. We are a global nonprofit based in Kansas City, MO and around the world working to ensure safe water and basic sanitation for all. We go beyond traditional approaches to clean water and sanitation, focusing on addressing the underlying causes of this global crisis and innovating to deliver large-scale and sustainable change. Co-founded by Gary White and Matt Damon in 2009, Water.org represents the coming together of two organizations - Water Partners International and H2O Africa. Together, these founding organizations have impacted more than 1.1 million lives and transformed thousands of communities in Africa, South Asia and Latin America. You can learn more at [www.water.org](http://www.water.org).

### **Position Summary**

The primary purpose of this position is to support the outreach, development and marketing efforts of Water.org in order to deliver upon Water.org's brand, financial and organizational objectives. This position is fundamental to developing the Water.org brand and to building awareness for and compelling action against the water crisis and for Water.org. Must be able to write creatively and persuasively across diverse audiences. Demonstrated success in developing and shaping brand "voice" is required. Copywriter must demonstrate proficiency in writing for both traditional and web-based communications.

This position will support multiple constituents within Water.org; excellent interpersonal and project management skills are required. The role demands detail orientation, the ability to multi-task, coordinate and complete multiple projects under tight timelines. Success in a results-driven, achievement-oriented environment required.

### **Reporting and Location**

This position reports to the Senior Manager, Brand Marketing & Development and is based in Kansas City, MO. However, this role will support team members in development, international programs and marketing who are based in Kansas City as well as the east and west coasts.

## **Key Responsibilities and Qualifications**

### Branding/Marketing

- Develop and refine the core and promotional messaging that helps build and consistently develop the Water.org brand, voice and tone in order to drive awareness and action.
- Maintain, update, refresh and be a champion for the Water.org Core Messaging and Message Guide.
- Collaborate with and support marketing, development and international programs team by developing communications to support team and organizational objectives.
- Collaborate with creative team (graphic design, media production, brand management) to continually innovate and update messaging while remaining consistent with our core positioning.

### Writing and Editing

- Write diverse materials for both online and offline communication in support of organizational priorities and based on guidelines established by Sr. Manager, Brand Marketing & Development and Chief Marketing Officer. Materials for which copywriter is responsible include but are not limited to:
  - Online content - Maintain, update, fact check and write copy for Water.org website, high visibility blog posts, email marketing, advertising/promotional outreach and campaign support
  - Fundraising - Grassroots initiatives, diverse partner support materials (corporate, foundation, individual), presentations, collateral support materials, donor outreach and follow up. Seamlessly convey all programs and core approach of Water.org and tailor to different audiences based upon their values, interests and needs
  - Internal communications - Water.org Message Guide, organizational updates
  - Corporate communications – Quarterly conference calls, board updates, team accomplishments, annual report, board and staff biographies, template responses to inquiries
- Develop creative concepts and editorial copy for stories and major initiatives
  - Integrate organizational, team or program objectives into each individual assignment
  - Perform copywriting and editorial duties, including writing content for websites, email communications, brochures and other marketing materials
  - Develop tailored voice, tone and messaging based on medium, target audience objectives and strategy
- Provide copy review and editing feedback as needed to internal and external constituents

### Project Management

- Exhibit excellent attention to detail and accuracy and ensure projects are developed within the mutually agreed upon deadlines. Take initiative to prioritize assignments and workflow.
- Develop processes as needed for efficient workflow, including but not limited to: copy review and approval, project requests and prioritization.

### Quality Assurance and Communications Leadership

- Ensure all communication pieces and projects are developed and delivered to meet the highest level of standards for quality and effectiveness. Quality is defined by adherence to brand standard, values and principles, clarity and accuracy of communication, development of brand depth and dimension, and ability to compel action.
- Research emerging trends, apply insights to communication approach and style to ensure differentiated positioning and to bring freshness and depth to brand.
- Develop deep understanding of target audiences and of Water.org programs and approach. Develop sector knowledge and insight in order to develop and remain current on Water.org positioning within the sector.

### Relationship Building & Communication

- Collaborate with diverse team members in support of organizational and team objectives to ensure project quality and timeliness. Demonstrate strong listening and comprehension in identifying and managing internal clients' expectations.
- Contribute as integral team member to the development of concepts and ideas.
- Take responsibility for and demonstrate initiative in ensuring that projects are delivered as promised to meet deadlines and quality standards.
- Demonstrate initiative and ownership of projects while identifying new communications needs that can further develop the Water.org brand.

### Qualifications

- BA/BS Required. English, Writing, Journalism or Communication degree preferred.
- A minimum of five years experience in copywriting, journalism and/or creative writing position with a top tier consumer facing organization.
- Demonstrated success writing for diverse audiences across a variety of mediums, with clear evidence of creativity and insight. Clear success writing for online and offline media.
- Experience and depth in building and developing a strong consumer brand preferred.
- Demonstrated excellence at compelling storytelling.
- Depth of knowledge and consistent use of established methods and principles for persuasive writing. Demonstrated effectiveness in use of language, content structure, spelling, inference, meaning and rules of grammar and composition.
- Success in working directly with a variety of internal partners and clients across levels.
- Demonstrated expertise with InDesign, PhotoShop, Illustrator, Acrobat Professional, Word, Powerpoint, Excel and related programs.

**Additional Qualities**

- Creativity; ability to produce multiple unconventional ideas, often with quick turnaround.
- Excellent organization and time-management skills.
- Strong team orientation, with emphasis on both learning and sharing skills that will benefit organization as a whole.
- Demonstrated ability to work independently, take initiative.
- Demonstrated poise, maturity and judgment. Able to make solid decisions in the absence of full information.
- Action-oriented, with entrepreneurial spirit.
- Demonstrated flexibility and success in rapidly-changing environments.
- Demonstrated interest and experience in global issues and international development a plus.
- Success working with and for remote team a plus.
- Success in both for-profit and not-for-profit environments preferred.

**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://careers.water.org> to apply. Resumes will be reviewed as they are received.

**NO PHONE CALLS PLEASE**

**Deadline:** None, Position Open Until Filled.

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