



POSITION ANNOUNCEMENT

Position title: Coordinator, Brand Marketing & Development
Category: Full time position
Reports to: Sr. Manager, Brand Marketing & 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.

Position Summary

The primary purpose of this role is to provide project support to ensure the smooth execution of Water.org Marketing, Fundraising, and Advocacy (MFA) initiatives. This individual will develop and maintain processes, calendars and tools to ensure effective coordination within the MFA team, including the development and maintaining of the Organizational calendar of initiatives. The coordinator will also serve as a key internal point person for marketing, communication and development teams with other departments. S/he will communicate key initiatives and successes within Water.org and with external audiences to develop loyalty among key constituents and supporters.

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, advocacy and communications who are based both in Kansas City and on the east and west coasts.

Key Responsibilities

Project Coordination and Support

- Develop and maintain Organizational calendar of Initiatives, including marketing, fundraising, and advocacy strategies and plans, in order to focus activities and communicate priorities to internal teams.
- Develop and Update campaign plans to ensure effective execution.
- Provide support as needed to ensure smooth execution of key initiatives, including but not limited to key advocacy and fundraising campaigns, field visits, communications and collateral development.
- Provide project support for corporate partnerships and cause-marketing opportunities. Act as point person with external partners as needed and requested.
- Develop processes, systems and communications tools that ensure smooth communication and execution of key initiatives.
- Coordinate with Grassroots Fundraising/Digital Marketing Team to ensure campaign success and drive awareness and action through online audiences.

Collateral Support and Development

- Support execution of ongoing communications plans, ensuring that deliverables occur as required. Examples include but are not limited to: monthly newsletters, quarterly conference calls, 'stories from the field', donor support and outreach and annual report.
- Coordinate the development of high quality, timely collateral required for organizational success in support of additional departments, including International Programs, New Ventures, Development and Advocacy. Examples include but are not limited to: About Water.org, WaterCredit, and Water Crisis summaries, in addition to other needs that arise.
- Ensure communications are accurate, error-free and engaging.
- Coordinate projects that include wide range of marketing tools, including but not limited to media and public relations, advertising, promotions and campaigns, event marketing and corporate partnerships.
- Develop messaging for communications and collateral as requested.
- Coordinate with internal and external creative resources to ensure materials are delivered on time, accurately and to the highest quality standard.
- Conduct research to ensure communications are up to date.
 - Includes but is not limited to ensuring captured database emails are accurate and web content is compelling and accurate - focus on home page, staff bios and water facts.
- Develop systems and processes that streamline collateral projects, ensuring efficiency and accuracy.

Public Inquiries

- Serve as primary point of contact for multiple external audiences.
 - Field, prioritize and respond to multiple and diverse inquiries both via phone and email regarding fundraising, potential vendors, partnership and cause marketing opportunities, student inquiries, public suggestion and ideas, among others.
 - Develop responses, processes and systems to present positive public image, reinforce Water.org organizational and brand values while also ensuring efficiency and effectiveness of opportunity review. Work cross-departmentally to ensure effectiveness of response and to route and vet priority opportunities.
 - Suggest ideas and improvements that build Water.org image and engage interested parties in the cause and with Water.org.

Administrative, Campaign and Donor Support

- Provide administrative and relationship support as needed for Chief Marketing Officer, primarily related to donor support and internal team communication and coordination.
- Develop and manage required donor communication and acknowledgment.
- Conduct campaign summaries and analysis to capture successes and insights that can be applied to and improve future programs.
- Provide database support as needed.

Qualifications

- BA/BS required with a minimum of four years experience within a strategic marketing and communications environment. Experience in brand development preferred.
- Outstanding project management; demonstrated success managing multiple projects and audiences.
- Strength in integrating campaigns across multiple channels. Knowledge of breadth of marketing tools.
- Qualified candidates must be team players, have strong presentation skills, in addition to displaying leadership and diplomacy to maintain strong external and interdepartmental relationships.
- Demonstrated expertise in Word, Excel, Powerpoint and related programs.
- Depth of knowledge and experience in social media and traditional media.
- Success in both for-profit and not-for-profit environments preferred.

Additional Qualities

- Superior communication skills, both written and oral.
- Demonstrated excellence at creative thinking, communication and interpersonal skills.
- Excellent organizational and time-management skills.
- Exceptional interpersonal and relationship-building skills across functions and levels.
- Strong team orientation, with emphasis on both learning and sharing skills that will benefit organization as a whole.
- Self-starter; works independently, takes initiative, action-oriented, and with an entrepreneurial spirit.
- Demonstrated flexibility and success in rapidly-changing environments.
- Poise, maturity and judgment. Able to make solid decisions in the absence of full information.
- Demonstrated interest and experience in global issues and international development a plus.

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.