



POSITION ANNOUNCEMENT

Position title: Senior Manager, Brand Marketing and Development
Category: Full time position
Reports to: Chief Marketing Officer
Location: Kansas City, MO
Date: February 13, 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 position is to support the development and execution of a long term and annual strategic brand and fundraising plan in order to deliver upon Water.org's brand and financial objectives. This position is fundamental to creating programs and initiatives that will build awareness for the water crisis and for Water.org and compel action across diverse audiences.

This position will report to the Chief Marketing Officer who is based in Seattle, WA and will work closely with the development, international programs, and communications teams, most of whom are based in Kansas City, MO. The Senior Manager, Brand Marketing and Development will lead a team of three direct reports. This individual will collaborate closely with internal team members and represent Water.org to external audiences.

Key Responsibilities and Qualifications

Strategic Leadership

- Lead annual brand audit process, incorporating consumer and environmental insight and trends into the development of overall brand plan. Through the development of an effective plan, articulate, bring to life, and grow a differentiated and sustainable Water.org brand.
- Lead process to deliver integrated Marketing, Fundraising and Advocacy Plans to support the development and growth of the Water.org brand.

- Design processes and systems to ensure integration and clear communication of overall objectives, supporting initiatives, and annual and quarterly calendar across marketing, fundraising and advocacy teams.
- Drive development of corporate partnerships, including outreach, relationship management, partnership design, and execution that achieve the dual goals of securing financial support from and driving awareness among diverse audiences.
- Develop focused, prioritized communications plans to support and activate our relationships with key constituents, with a focus on foundations and corporations.

Organizational Leadership and Management

- Build, lead, develop and manage high performing team; provide ongoing coaching and development.

Key Stakeholder Relationship Management

- Identify and establish priority target relationships to achieve Water.org goals and objectives.

Relationship Building and Communications

- Develop and maintain strong relationships with internal and external stakeholders in order to enable Water.org to achieve its brand, financial, and organizational objectives.
 - External: Potential partners include but are not limited to select media, foundations and corporations.
 - Internal: Develop strong relationships within Water.org that help create connection, clarity, and sense of shared purpose across groups and contribute to executional excellence.
- Collaborate and integrate with Office of the CEO in support of executive and organizational priorities.
- Support key organizational communication that engages, informs, and builds confidence among key internal stakeholders (Board, program team, strategic alliances, others).
- Identify, Hire and Manage Key External Resources and Agencies to deliver excellence, on time and on budget. Negotiate and develop service agreements.

Brand Communications and Marketing Services

- Support individual solicitors and Development team in execution of target donor strategies and ongoing relationship management.
- Collaborate with Internal Grassroots and Digital Media team to achieve financial and advocacy objectives.
- Collaborate and Integrate with International Programs team to understand, capture, integrate, and communicate stories of Water.org work and impact to external audiences and across diverse media and platforms.
- Develop and manage team that provides effective central resource to organization in communicating mission, vision, goals and results in order to retain donors and build base while maintaining budget and cost targets.
- Develop communications strategy and materials to support presentation and development of Water.org brand and mission. Write and edit as needed. Offer

coaching in support of solicitors and executives in development of Water.org presentations, speeches, and other materials as needed.

- Develop best of class communications that tell the Water.org story across key constituencies. Projects include but are not limited to: Annual Report and ongoing donor communications.

Consumer Insights

- Design and execute customer and market research as needed to gain insights into key constituents.

Marketing Plan Development

- Develop programs to engage key target audiences
- Integrate online and digital strategy into customer programs
- Develop measurement programs with metrics, structure, and process to capture program results, incorporating successes, shortcomings, and insights into future projects.

Budget Management

- Develop, manage and deploy budgeted resources to ensure maximum results.

Qualifications

- Minimum of 10 years experience in strategic marketing management positions; senior brand management experience preferred
 - Additional related professional experience preferred, including strategic planning, management consulting, ecommerce leadership, business and financial analysis.
 - Experience must be in organization \$25MM in revenues or larger
 - Experience in growth organization that is leader in industry or sector preferred. For profit and not for profit experience preferred. If for profit only, experience must be in a consumer-facing organization
- Demonstrated success in the following:
 - Creating/developing brand
 - Translating organizational strategy into successful brand and marketing programs and plans
 - Inspiring and engaging resources, building and managing team, with depth of experience in attracting, developing and promoting talent, managing and working with remote resources and team, and identifying, engaging, and inspiring external resources to deliver excellence.
 - Developing and executing focused plan, with clarity around key objectives and priorities.
 - Excellence in project management.
 - Developing and managing budget. Budget management in excess of \$200K preferred.

- Delivering upon dual objectives of brand and financial goals over a sustained period of time.
- Demonstrated success in delivering programs seamlessly across traditional and digital marketing channels.
 - Direct experience and oversight of full range of marketing tools, including but not limited to digital and online media, creative development, strategic alliances/corporate partnerships, sponsorships and events, direct (traditional and online), social media, cause marketing, promotions and advertising, and public affairs and advocacy
- Demonstrated success in external partnership development, with emphasis on innovative joint marketing and sponsorship development.

Additional Qualities

- Passion for brand development, with focus on audience needs, values and insights.
- Deep analytical and strategic capabilities.
- Demonstrated flexibility and success in rapidly-changing environments.
- Propensity towards action and initiative, balanced by ability to engage and lead team.
- Excellent interpersonal skills.
- Superior communication skills, both written and oral.
- Demonstrated organizational skills.
- Exceptional ability to collaborate, communicate and execute across functions and all levels of employees and stakeholders.
- Excellent project management skills, with detail orientation.
- Willingness to roll up one's sleeves and do what it takes to do the job well.
- Success in both for-profit and not-for profit environments preferred.

BA Required, MBA 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.