



POSITION ANNOUNCEMENT

Position title: Senior Manager, Brand Development and Communications
Category: Full time position
Reports to: Chief Marketing Officer
Location: Negotiable; Kansas City, MO preferred. San Francisco secondary priority.
Date: September 17, 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 dedicated to solving the water crisis – in our lifetime. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based initiatives 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 the lives of nearly a million individuals living around the world; ensuring a better life for generations ahead. You can learn more at www.water.org.

Position Summary

The primary purpose of this position is to communicate and enhance the Water.org brand through compelling campaigns, rich media, and creative materials. This position is fundamental to developing and delivering the voice, tone and attributes that distinguish Water.org as a brand. Success in this position means building awareness of the water crisis and of Water.org, compelling action across diverse audiences, and achieving financial objectives. The ideal candidate demonstrates a balance of strategic and creative skills while executing at the highest level.

This position will report to the Chief Marketing Officer who is based in Seattle, WA and will work closely with the Office of the CEO and the development, international programs and marketing and communications teams, most of whom are based in Kansas City, MO. The Senior Manager, Brand Development and Communications 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, define and grow a differentiated and sustainable 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 and initiatives, and annual and quarterly calendar across marketing, fundraising and advocacy teams.
- Develop focused, prioritized brand-level campaigns and messaging plans that convey key messages and build brand dimension and depth.
- Deliver engaging campaigns and collateral that deliver against brand and financial objectives (e.g. driving awareness, compelling action and raising funds).

Organizational Leadership and Management

- Lead, develop and manage high performing creative team comprised of graphic design, video production and copywriting; provide ongoing coaching and development.

Website and Content Development

- In conjunction with CMO and with input from CCO, develop look, feel, and content of Water.org and related websites. Ensure visual representation, user experience, and content effectively present the Water.org brand and compel action.
- Develop plan and calendar for website messaging that incorporates and represents broad organizational initiatives.
- Develop process for capturing content, ensuring accuracy and timeliness of content, and establishing message prioritization on site(s).

Brand Communications and Creative Development

- 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 and refresh core organizational messaging (e.g. Message Guide).
- Develop communications strategy and materials to support development of Water.org brand and mission. Write and edit as needed. Provide support to internal team as needed for representing organization externally (e.g. presentations, speeches, panels, collateral).
- Develop best of class communications that tell the Water.org story across key constituencies. Projects include but are not limited to: Annual Report, White Papers, Newsletters, program summaries, and ongoing donor communications.

- 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, brand awareness, and advocacy objectives.
- Collaborate with Brand Partnerships and Promotions team to execute marketing plans in support of strategic relationships.
- Collaborate with International Programs team to understand, integrate, and communicate stories of Water.org work and impact to external audiences and across diverse media and platforms.

Rich Media Development

- Build and execute plan for Water.org messaging through rich media. Develop compelling video/film, and other digital assets.
- Identify, engage and inspire highest caliber resources to deliver upon video/film messaging strategy.

Consumer Insights

- Design and execute customer and market research as needed to gain insights into key constituents.
- Translate insight into compelling campaigns and creative collateral.

Marketing Campaign support

- Develop campaign visuals and creative assets in support of grassroots campaigns that engage key target audiences and deliver against financial and brand objectives.
- Develop measurement programs with metrics, structure, and process to capture program results, incorporating successes, shortcomings, and insights into future projects.

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.
- Collaborate and integrate with Office of the CEO in support of executive and organizational priorities.
- Support key organizational communications that engage, inform, and build confidence among key internal stakeholders (Board, international programs team, development team, others).
- Identify, Hire and Manage Key External Resources and Agencies to deliver excellence, on time and on budget. Negotiate and develop service agreements.

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 digital marketing or advertising agency experience, strategic planning, ecommerce leadership, business and financial analysis.
 - Experience must be in at least one organization with \$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 brand and marketing programs that deliver against both brand and financial results over a sustained period of time
 - Inspiring and engaging creative resources
 - Resource management - attracting, developing and promoting talent; identifying, engaging, and inspiring external resources to deliver excellence
 - Developing and executing focused plan, with clarity around key objectives and priorities
 - Depth of social media expertise and experience
 - Excellence in project management
 - Developing and managing budget. Budget management in excess of \$200K preferred
 - Managing and working with remote resources and team
- 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, social media, cause marketing, promotions and advertising.
 - Depth of experience in rich media, with emphasis on film and video storytelling
- 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.
 - Creativity and innovation.
 - 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.
 - 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 or other advanced degree 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.