

## POSITION DESCRIPTION

Title: Assistant Marketing Manager  
Category: Full-time, Exempt  
Reports to: Director of Brand + Marketing  
Location: Kansas City, MO  
Effective: October 2016

### Introduction

663 million people – about one in ten – lack access to safe water. 2.4 billion people don't have access to a toilet. We are working every day to change this. We are Water.org. We're here to bring water and sanitation to the world. We want to make it safe, accessible and cost-effective because we believe that water is the way to empowering a better life that we can all share in, worldwide. We are an international nonprofit organization based in Kansas City, Missouri that has positively transformed millions of lives around the world through access to safe water and sanitation. Founded by Gary White and Matt Damon, we have been pioneering innovative, sustainable solutions to the global water crisis for more than 25 years, giving women hope, children health and communities a future. Visit us to find out more at <http://water.org/>.

### Summary

The purpose of this role will be to manage cause marketing program initiatives. This role will also support the Brand Partnerships team in developing communications materials, crafting proposals, executing deliverables, and stewarding alignment with our brand positioning and messaging protocols.

### Key Responsibilities

#### Cause marketing management – 50%

- Proactively support and increase generation of unrestricted funding by managing efforts, initiatives and day to day operations of Water.org's cause marketing program
- Develop, implement and maintain cause marketing communications plans
- Foster and sustain meaningful relationships with program members
- Effectively collect, monitor and analyze data to generate semiannual cause marketing reports showcasing program changes/enhancements
- Proactively identify potential partners to join the program

#### Brand Partnerships support – 50%

##### *Marketing Stewardship*

- Serve as the internal communications contact for the Brand Partnerships team and for brand/agency/production/media stakeholders, as needed

##### *Communications Materials*

- Provide content, input and review for Brand Partnerships communications including proposals, partner presentations, public speaking engagements and internal presentations
- Develop and maintain a repository of "go-to" slides/decks/images/case studies for distribution to partners
- Copywriting, editing and proofreading as needed

### *Partnership Execution*

- Review, edit and approve the development of partner marketing communications, such as campaign messaging, social/digital content, video content, PR/media toolkits, packaging, in-store collateral, event collateral and employee/corporate engagement materials
- Distribute Water.org messaging including social, website, and email to partners for their multi-purpose use
- Create customized fundraisers for partners on our online fundraising platform

### *Monitoring + Reporting*

- Gather monitoring reports and campaign results for partner initiatives, including social engagement and impact on website, audiences and donations – and provide to the team
- Serve as liaison for Finance team to track and maintain departmental budget

### *Team Support*

- Provide assistance for the Brand Partnerships team as needed for departmental initiatives and activities, such as conferences, speaking engagements, partner/staff/Board meeting preparations, field visits and/or film production.

*This description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Some duties, responsibilities and activities may change or be assigned at any time with or without notice.*

**Scope Data** – This is an Individual Contributor position. There is no supervisory responsibility.

### **Skills and Competencies**

- **Communicates Effectively** – Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences; adjusts to fit the audience and the message; provides timely and helpful information to others.
- **Interpersonal Savvy** – Relating openly and comfortably with people across levels, functions, culture and geography; acts with diplomacy and tact; builds constructive relationships.
- **Resourcefulness** – Securing and deploying resources effectively and efficiently.
- **Plans and Aligns** – Planning and prioritizing work to meet commitments aligned with organizational goals.
- **Customer Focus** – Building strong customer relationships and delivering customer-centric solutions.
- **Nimble Learning** – Actively learning through experimentation when tackling new problems, using both successes and failures as learning fodder.
- **Drives Results** – Consistently achieving results, even under tough circumstances.
- **Collaborates** – Building partnerships and working collaboratively with others to meet shared objectives.
- **Self-development** – Actively seeking new ways to grow and be challenged using other formal and informal development channels.
- **Optimize Work Processes** – Knowing the most effective and efficient processes to get things done, with a focus on continuous improvement.

- **Manages Ambiguity** – Manages ambiguity by operating effectively, even when things are not certain or the way forward is not clear.
- **Instills Trust** – Gaining the confidence and trust of others through honesty, integrity, and authenticity.
- **Financial Stewardship** – Demonstrates fiscally responsible decision making as applicable to one's role.

### **Qualifications**

- Bachelor's degree required, preferably in English, Journalism, Communications, Marketing or related field.
- 3-5 years of experience in Marketing Communications/Advertising/Journalism.
- Increasing responsibility in an agency environment preferred.
- Experience supporting integrated campaigns across multiple channels. Knowledge of breadth of marketing tools + channels including social media and traditional media.
- Hands-on experience with multi-platform production processes.

### **Travel Requirement**

- May require infrequent, domestic travel to meet with partners and/or colleagues.

### **Salary/Benefits**

This position offers full-time benefits, including medical/dental insurance, life and disability insurance, retirement program and periodic review for merit and incentive pay based on organizational and personal achievement. Salary will be based on education and experience, and will coincide with similar nonprofit organizations in international development.

### **Application Information**

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

*Water.org is an equal opportunity employer and is committed to providing an inclusive environment. We do not discriminate on the basis of race, color, religion, gender, gender expression, gender identity, age, national origin, ancestry, disability, marital status, sexual orientation, pregnancy status, military and veteran status, genetic information, and any other status protected by law. We provide qualified applicants and employees reasonable accommodation, when necessary, to enable individuals to complete the application process and/or perform the essential functions of the job.*