



## Position Description

Title: Marketing Associate, Brand + Marketing  
Category: Full-time, non-exempt  
Reports to: Director of Brand + Marketing  
Location: Kansas City, MO  
Effective: January 2017

## 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 primary purpose of this role is to provide communications support for Water.org's marketing and grassroots fundraising initiatives. This individual will develop and maintain processes related to public inquiries and donor communications.

## Key Responsibilities

### *Public Inquiries*

- Manage in-bound online inquiries and respond appropriately on behalf of the organization.
- Develop responses, processes and systems to present positive public image; reinforce Water.org 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.

### *Donor Communications*

- Create and manage effective donor communications.
- Prepare gift acknowledgement letters, receipts, honor/memorial cards, and other gift related correspondence with donors, including phone calls, personal contact, email, and responding to donor inquiries.
- Collect and analyze data related to develop recommendations for future efforts.

### *Marketing and Grassroots Fundraising Support*

- Serve as primary point of contact for multiple external audiences.
- Serve as a content administrator for the Water.org website.

*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 entry-level, 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.
- **Resourcefulness** – Securing and deploying resources effectively and efficiently.
- **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, Fundraising or related field.
- 2-3 years relevant experience in Marketing Communications or Fundraising preferred.

## Travel Requirement

None.

## 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.*