

Senior Public Relations Manager

Who We Are:

The Water Mission® organization is a Christian engineering nonprofit that designs, builds, and implements safe Water, Sanitation, and Hygiene (WASH) solutions for people in developing countries and disaster areas. Since 2001, Water Mission has used innovative technology and engineering expertise to provide access to safe water for nearly four million people in 55 countries. Water Mission has 350 staff members working around the world in permanent country programs located in Africa, Asia, Latin America, and the Caribbean.

Notably, Charity Navigator has awarded Water Mission its top four-star rating 12 years in a row, a distinction shared by less than one percent of the charities rated by the organization. To learn more, visit watermission.org.

Position Summary:

The Senior Public Relations Manager provides overall strategy for Water Mission's public relations and advocacy efforts to educate and engage local, national, and international audiences. By sharing what God is doing through the ministry across multiple channels, the Senior Public Relations Manager invites individuals, families, businesses, and organizations into deep and meaningful partnerships that will facilitate ongoing advocacy and funding for safe water. This individual will lead a growing public relations team and will coordinate with a variety of departments to effectively communicate the mission and vision of Water Mission both internally and externally. This full-time manager reports to the Director of Marketing and Communications and will work closely and collaboratively with all divisions across the organization. This ideal candidate will operate at the strategic and tactical level within the Marketing and Communications department and will oversee the development and implementation of best-in-class PR and advocacy plans.

Position Responsibilities:

- Maintain a strong Christian witness to colleagues, vendors, donors, charitable beneficiaries, and the general public
- Serve as the lead on all PR strategy to maximize the digital and print presence of Water Mission
- Build, manage, and mentor a high-performing PR team; elevate the work of the team by setting clear goals and ensuring the quality, consistency, and impact of all PR materials
- Develop and implement comprehensive PR and advocacy plans that successfully increase awareness of the Water Mission brand and mission locally, nationally, and internationally
- Establish an internal communications strategy in conjunction with senior leadership and Water Mission's HR department to build a positive culture and drive two-way communication
- Oversee disaster response communications, working closely with Water Mission's PR Strategist to develop and execute comprehensive, multi-channel plans
- Cultivate strong relationships with key media influencers, including reporters, editors, bloggers, and social media influencers; manage media lists
- Write media alerts, press releases, op-eds, and media kits

- Oversee strategy for all social media efforts and drive the creation of reports for Water Mission leadership that advance understanding of trends and opportunities
- Oversee the development and execution of integrated communications plans geared toward growing Water Mission's relationships with its strategic partners
- Use industry best practices to evaluate ROI of PR, social media, and advocacy initiatives
- Pitch and secure speaking engagements for Water Mission staff to demonstrate thought leadership and raise awareness for the global water crisis
- Oversee media training for Water Mission spokespeople and serve as a spokesperson as needed

Qualifications Required:

- Personal conviction in alignment with Water Mission's statement of faith and lifestyle, demonstrating core values of love, excellence, and integrity required
- Bachelor's degree required (Master's degree preferred) in marketing, business, communications, journalism, or public relations
- Six to eight years of PR experience; three years of experience in mentoring staff
- Demonstrated success in developing PR, advocacy, and social media plans
- Working knowledge of social media trends, tools, and resources
- Google Analytics and Facebook advertising knowledge a plus
- Excellent written and verbal communication skills with a demonstrated ability to write a compelling story, at times using very technical and industry-specific language
- Exceptional servant leader that can lead a growing team, positively impact culture and be a positive influence for innovation and change
- Proven track record in writing and pitching press releases, making presentations to high-profile audiences, and handling media interviews
- Ability to respond with flexibility to unanticipated requests and changing priorities while maintaining a positive team approach

Competencies:

- Results Orientation
- Relationship Building
- Concern for Quality
- Strategic Thinking
- Motivating Others

Interested, qualified applicants should apply at: <https://watermission.org/careers/>