

Social Media and Public Relations Specialist

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:

Water Mission's Social Media and Public Relations Specialist is responsible for the strategy and creation of all social media content for the ministry. This position reports to the Senior PR Manager and is responsible for generating engaging content using Water Mission's brand voice and style, as well as providing comprehensive analytics and reporting. This individual must possess strong attention to detail, expert writing and editing abilities, and well-developed creative and organizational skills. The ideal candidate for this role will be a self-starter with a team-oriented attitude who can thrive in a fast-paced environment and deliver high-quality content on time, on budget, and without errors.

Position Responsibilities:

- Maintain a strong Christian witness to colleagues, vendors, donors, charitable beneficiaries, and the general public
- Manage all social media communications, including strategy development and implementation, content creation, scheduling, budgeting, and account administration
- Design and write communications that advance awareness of the global water crisis, generate inbound web traffic, and increase donor engagement
- Find, craft, and share content that is optimized for the intended platform and audience
- Cultivate relationships with social media influencers to help strengthen Water Mission brand
- Develop media lists, pitch stories, and track results using online tools and resources
- Produce analytical reports on key performance indicators; use data to inform strategy
- Manage digital advertising on Facebook, Instagram, and Google Ads; develop effective campaigns that grow qualitative and quantitative metrics on all channels
- Develop and maintain editorial calendar in coordination with marketing and communications team; assist in planning, writing, and posting blogs
- Assist with content creation for annual reports, newsletters, and marketing materials
- Work to improve systems and processes to better serve stewardship, events, and program teams at Water Mission

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; additional education preferred, preferably in public relations, marketing, communications, or journalism
- Two years of experience in the design and execution of PR and social media campaigns with demonstrated skills, knowledge, and successes, preferably in the nonprofit sector
- Excellent written and verbal communication skills and knowledge of AP Style
- Experience with data and social media analytics platforms
- Ability to work both independently and collaboratively with a team
- Adept at accepting and giving constructive feedback
- Skilled at effectively managing multiple projects, changing priorities, and concurrent deadlines
- Flexibility in responding to unanticipated requests from multiple stakeholders
- High proficiency in Adobe Creative Suite required, especially Adobe Photoshop; working knowledge of WordPress, Blackbaud Luminate Online, and HTML preferred
- Knowledge of PR and social media reporting tools such as Sprout Social and Meltwater
- An appreciation for the mission of Water Mission and the work the Lord is doing through the ministry

Competencies:

- Integrity and Truth
- Innovation
- Attention to Communication
- Cross-Cultural Sensitivity
- Concern for Quality

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