

Creative Director

Who We Are:

Water Mission® is a Christian Engineering Ministry focused on saving lives by providing sustainable access to safe water and sharing the good news of eternal salvation through Jesus Christ. As a Christian ministry we exist to honor God by loving Him, loving other people, and being intentional about sharing God's love for us through his Son Jesus. As an engineering organization we design, construct, and implement safe water, sanitation, and hygiene solutions for people in developing countries and disasters.

The ministry was founded in 2001 as a 501(c)3 public charity. Our commitment to our Core Values of Love, Excellence, and Integrity has positioned the ministry to be used by God to develop innovative engineering and community development systems, processes, procedures, and technologies that have provided safe water and the Gospel to over four million people in 55 countries. Currently, Water Mission is headquartered in Charleston, South Carolina where a staff of approximately 70 engineers and specialists in the areas of logistics, community development, Biblical stewardship, marketing and communications, donor care, finance/accounting, and information technology, support a global staff of approximately 350 engineers, technicians, community development specialists, and support personnel in country programs located in Africa, Asia, Latin America, and the Caribbean.

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. Since its inception, Water Mission has felt called to a two-part strategy. Part one is to implement best in class safe water projects to save people's lives. Part two is to be a resource to other global implementing organizations in order to achieve transformational scale in the rate at which people's lives are saved. For the last nine years, we have witnessed the Lord's blessing of this ministry that has positioned us to accomplish our strategy. Significant and sustained growth in the ministry is now requiring that we restructure our current organizational structure and recruit experienced and highly talented executive leaders. To learn more, visit watermission.org.

Position Summary:

Water Mission's Creative Director is responsible for the global brand of Water Mission and will oversee the execution of high-quality creative projects and deliverables to promote the ministry across all channels, both internally and externally. This individual will lead a growing creative team to develop and execute all creative strategy and delivery for the ministry, from concept to completion, and will coordinate with a variety of departments to effectively communicate the mission and vision of Water Mission. The ideal candidate will be disciplined in managing resources and budgets and will ensure the efficient execution of projects that drive awareness and engagement among target audiences. This is a full-time position that reports to the Director of Marketing and Communications.

Position Responsibilities:

- Maintain a strong Christian witness to colleagues, vendors, donors, charitable beneficiaries, and the general public

- Maintain a high-level knowledge of Water Mission's projects and activities which require funding and all practices that impact donors and volunteers
- Serve as the lead on all conceptual design development and provide expert creative direction for a variety of projects, including direct response campaigns, web pages, marketing collateral, presentations, event promotions, proposals, videos, and impact reports
- Deliver clear and consistent communication to internal stakeholders regarding project budgets, scope, and timelines
- Provide innovative and creative solutions for conveying the impact of Water Mission's projects around the world
- Ensure the creative team provides deliverables that meet marketing objectives and consistently reflect the brand voice of Water Mission in a clear and compelling way
- Collaborate closely with internal clients and stakeholders to develop and implement strategic and creative concepts that drive partner engagement and interest
- Meet highest standards of creative excellence, adhering to established brand guidelines
- Manage the creation, maintenance, and support of custom, user-friendly landing pages and websites within WordPress
- Manage Water Mission website in WordPress and drive redesign effort
- Oversee photo and video shoots locally and internationally
- Recruit, hire, and supervise an in-house photographer/videographer
- Supervise an in-house graphic designer
- Manage budgets, ensure deadlines are met, and analyze project impact following completion
- Ensure creative team members have the appropriate information, assets, and resources to successfully accomplish their tasks
- Manage external resources, including photographers, videographers, freelancers, agencies, and vendors
- Oversee the management and inventory of creative assets, including photos and b-roll
- Successfully prioritize workload while bringing fresh insight and ideas for a large variety of projects
- Foster a culture of collaboration and engagement to drive team and ministry goals
- Work to improve systems and processes to better serve stewardship, events, and program teams at Water Mission
- Develop and maintain a strong knowledge of Water Mission's programmatic areas

Qualifications Required:

- Personal and living relationship with Jesus Christ as Savior
- Personal conviction in alignment with Water Mission's statement of faith and lifestyle demonstrating core values of Love, Excellence, and Integrity
- Alignment with the principles of servant leadership as embraced within Water Mission
- Bachelor's degree required; additional education preferred, preferably in Graphic Design, Fine Art, Video, Photography, Communications, Advertising, Marketing, or equivalent agency or in-house experience
- 7 to 10 years of experience executing creative campaigns with demonstrated, skills, knowledge, and successes

- Preference for candidates with nonprofit or agency experience
- Established creative leader with exceptional portfolio that exhibits high-caliber creative concept development across print and digital channels
- Effective manager with at least three (3) years of experience in guiding, motivating, and mentoring staff
- Ability to provide creative direction and fully execute ideas
- Advanced technical skills and proficiency with design and photo editing software
- Direct experience in photography and/or directing, producing, and editing video a plus
- Awareness of current design, photography, video, and technology trends
- Proven track record in building and maintaining open and productive relationships with team members and senior leadership
- Skilled at driving a creative vision and creating buy-in within a complex organization
- Ability to excel in a fast-paced environment with changing priorities while maintaining a positive team approach to working with internal and external partners
- Exceptional servant leader that can lead a growing team, positively impact culture and be a positive influence for innovation and change
- Ability to work well under pressure and meet deadlines
- Keen eye for detail
- Ability to respond with flexibility to unanticipated requests

Competencies:

Concern for Quality

- Carefully prepares materials, approaches, and resources
- Monitors accuracy and quality of others' work and takes action to correct mistakes

Conceptual Thinking

- Identifies the central or underlying issues in a situation
- Creates and uses examples or analogies to help others understand concepts

Initiative

- Takes action without being asked or required to do so
- Initiates individual or group projects and takes complete responsibility for their success

Service Awareness

- Responds to customer requests in a timely and professional manner
- Elicits feedback from customers to monitor their satisfaction

Integrity and Truth

- Follows through on commitments and agreements
- Admits mistakes in spite of potential for negative consequences

Empowering Others

- Allows others to make mistakes and take risks to learn and grow
- Delegates responsibility to others based on their ability and potential

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