



Direct Response Manager

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. Learn more about Water Mission at watermission.org.

Position Summary:

Water Mission's Direct Response Manager is responsible for planning, developing, and executing the ministry's direct response program to support donor acquisition, engagement, retention, and stewardship objectives. This position will report to the Director of Marketing and Communications and will oversee all campaigns, from setting strategy and establishing key performance indicators to daily project management and post-campaign analysis. He or she will coordinate with internal teams and external vendors to create and implement direct response tactics across a variety of channels, including direct mail, email, videos, texts, web pages, and social media, to increase awareness of the global water crisis and positively promote the Water Mission brand.

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
- Develop and execute the strategy to drive short-and long-term integrated direct response fundraising efforts targeted to reaching new constituents, reactivating lapsed donors, and engaging and lifting active donors
- Initiate and strengthen direct response activities that increase brand awareness, generate revenue, and enhance relationships with the ministry
- Identify and segment target audiences for each tactic and actively support efforts to simplify and improve the donor experience
- Collaborate with Donor Care and leverage insights from campaign and database analytics to develop effective data-driven direct response initiatives, improving file health, segmentation strategies, and campaign performance
- Champion the use of data analytics to inform strategies
- Ensure fundraising goals, acquisition targets, and stewardship plans and budget goals are met
- Lead internal creative and content approval processes to ensure materials align with ministry goals; communicate desired key messages; and adhere to ministry standards, style guides, and legal and compliance regulations
- Collaborate with leadership to establish campaign goals, metrics, budgets, scope, and timelines; optimize campaigns through A/B testing; report on performance; develop, manage, and track expenditures; and analyze campaign successes following completion
- Collaborate with internal creative and writing teams to generate content that advances ongoing advocacy related to WASH solutions, including appeal letters, emails, landing pages, and videos
- Provide recommendations on design and package configuration of all direct response tactics to achieve cost efficiencies and maximize impact
- Manage annual revenue and expense planning, budgeting, and forecasting for campaigns
- Cultivate and manage key external vendor relationships
- Other duties as assigned

Qualifications Required:

- Personal and living relationship with Jesus Christ as Savior
- Alignment with Water Mission's Statement of Faith and 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 marketing, communications, advertising, business, or related field
- Five years of experience in executing multi-channel integrated direct response campaigns, including knowledge of regulatory standards, segmentation, and revenue and expense planning
- Demonstrated knowledge and ability to use data to optimize campaign performance – preferably in the nonprofit or ministry sector
- Advanced knowledge of direct response, mid-level, and sustainer techniques and best practices
- Excellent written and verbal communication skills, including the ability to clearly articulate ideas and feedback in a constructive way
- Ability to work both independently and collaboratively with a team
- Exceptional organizational skills and attention to detail; ability to effectively manage competing priorities and meet concurrent deadlines
- High level of proficiency with Microsoft Office Suite; experience with Raiser's Edge a plus
- An appreciation for the mission of Water Mission and the work the Lord is doing through the ministry

Competencies:

Results Orientation

- Sets stretch goals
- Strives to achieve goals
- Develops standards against which to measure behavior and performance

Attention to Communication

- Organizes and expresses ideas clearly
- Creatively identifies and utilizes effective communication methods and channels

Continuous Improvement

- Regularly analyzes systems, processes, and performance trends to identify opportunities for improvement
- Provides others with tools and approaches to solve problems and improve processes

Analytical Thinking

- Breaks down concepts, issues, and problems into their component parts
- Analyzes the costs, benefits, risks, and chances for success in decision

Managing Performance

- Takes action without being asked or required to do so
- Operates well in situations when the consequences of decisions and actions are unclear

Concern for Quality

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

Interested, qualified applicants should [apply here](#).