

Public Relations 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. Learn more about Water Mission at watermission.org.

Position Summary:

The Public Relations Director 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 Public Relations Director 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 director 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

- 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 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 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 (Master's degree preferred) in marketing, business, communications, journalism, or public relations
- 6 to 8 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
 - Sets stretch goals
 - Strives to achieve goals
 - Develops standards against which to measure behavior and performance
- Relationship Building
 - Develops rapport easily with a variety of people
 - Modifies communication style to fit the personality and culture of others
- Concern for Quality
 - Carefully prepares materials, approaches, and resources
 - Monitors accuracy and quality of others' work and takes action to correct mistakes
- Strategic Thinking
 - Understands the organization's strengths and weaknesses
 - Utilizes knowledge of industry and market trends to develop and champion long-term strategies
- Motivating Others
 - Promptly recognizes and tackles morale problems
 - Uses a variety of approaches to energize and inspire others

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