



OPEN POSITION ANNOUNCEMENT:

Water For People is an unconventional, progressive nonprofit organization that believes that the global water and sanitation crisis can be solved with boldness, ambition, honesty and transparency. We are an organization of field workers who have grown tired of the stale rhetoric and complacent programming that dominates the sector. We are looking for new ways to transform lives around the world through innovative approaches that lead to lasting and meaningful change.

Water For People is looking for an experienced **Content and Social Media Strategist** to join their Marketing Communications team at their headquarters in Denver, Colorado. This position reports to the Assistant Director of Marketing & Partnerships, but will work across all departments of the organization, and will play a vital role in our storytelling and communications efforts.

We're looking for someone with an eye for storytelling, an inquisitive nature, and a passion for engaging with people from all over the world.

Position Summary:

The **Content and Social Media Strategist** will be responsible for managing and executing the overall content and social strategies for Water For People, including digital and print. He or she will act as a liaison for the MarComm team to plan, develop, collect, and publish content from a variety of sources, including, but not limited to: International Programs, Resource Development, committees and volunteers, partners, and more. Working in tandem with the MarComm team, he/she will define an editorial calendar and play a major role in planning and creating content for marketing and fundraising campaigns, digital storytelling, emails, blog posts, and more. This person will proactively dig for opportunities to tell the Water For People story from various angles and for multiple audiences, and will have a knack for integrating creative concepts and mediums to effectively convey the organization's mission, message, and goals.

In addition, this person will be responsible for Water For People's social media strategy and presence, including existing digital platforms and experimenting with new trends and best practices.

Job Responsibilities include, but are not limited to:

- Creating and maintaining an organizational editorial calendar for internal and external content and communications
- Contributing to new content for WaterForPeople.org and additional organizational websites
- Working with Water For People departments and staff to generate ideas for new content and update existing materials
- Develop content targeted for various audiences and stakeholders, with a consistent style and voice
- Utilizing internal and external resources to develop and distribute content
- Manage and execute Water For People's email strategy, including for marketing, fundraising, committees, partners, and more
- Support the senior management team with any content and social media needs
- Collaborate with other MarComm team members to develop and distribute content for partners, committees, events, volunteers, and more
- Coordinate with any relevant Water For People consultants and contractors on content and social media projects and tasks
- Manage all Water For People digital social media presences and profiles with consistency, utilizing best practices and experimenting with new tactics and tools

- Proactively plan short and long-term content and social media campaigns, initiatives, and projects to further the overall goals of the organization
- Provide support for other tasks and projects as necessary
- Some travel as required

Ideal Qualifications and Attributes:

- 3-4 years experience creating a variety of content for consumer audiences
- 1-2 years experience managing social media for an organization or business
- Ability to work with people around the world, with unique cultural backgrounds
- Willingness to “pound the pavement” to tell the best story possible
- Experience taking fresh concepts and ideas to a comprehensive plan and execution
- Extreme professionalism, a go-getter attitude, confidence, and willingness to interact with stakeholders at all levels
- Forward-thinking risk-taker, comfortable with failure
- Experience using content management systems such as Drupal, Tumblr, or WordPress; email providers such as MailChimp or Constant Contact; and social media platforms such as Facebook, Twitter, HootSuite, Instagram, Google+, and more
- Flexibility to create content on short notice, and to adapt and pivot from plan as necessary
- Ability to communicate key concepts, ideas, and plans to a variety of audiences (through presentation, written and verbal communications)
- Enthusiastic and positive attitude, problem-solver, collaborator

Education/Experience:

- Bachelor’s Degree or equivalent experience
- Spanish-speaking a plus

Location: Denver, Colorado

Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.

Contact and Further Information:

It is an exciting time to be a part of a fast paced, innovative organization that’s Changing the Game.

If you are both qualified and Water For People and the global water and sanitation challenge interests you, please send us your resume and cover letter that introduces you to us, and provides insights into both your experiences and how you are the ideal candidate for this position. Also, please let us know how you heard about this position. Resumes and cover letters can be sent to careers@waterforpeople.org; please put the job title in the subject line. Please no phone calls or in person inquiries.

Deadline for submitting your application is **5 pm, Tuesday, November 18th**.

This is a full time, exempt position with a comprehensive benefits package. Salary is competitive and commensurate with level of experience.

Other great perks of working at our cool office space, which is located at 1-25 and Broadway:

- Free-Parking
- We are right off of a light rail stop
- Food Trucks outside the office daily
- Dog Friendly Workplace

Please note: Water For People cannot sponsor individuals for immigration benefits in this position.