



Vice President, Marketing and Communications

Location: Houston, Texas

Job Department: Marketing & Communications

Type: Salary, Full-Time/

Supervisor: CEO

JOB PURPOSE

We are looking for an experienced leader to manage and direct a strategy that modernizes Living Water's approach to marketing and communications. This role will be a leader of leaders and oversee an organization-wide marketing, creative, and communications strategy informed by data and market research. The result of this strategy will be to raise funds, increase awareness Living Water's mission, build long-term relationships, and create engaging experiences for all customers. This person will be responsible for setting the vision for the Marketing & Communications team.

CORE CHARACTERISTICS

These principles guide and identify us as colleagues and representatives of Living Water:

- Honor God
- Develop People
- Pursue Excellence
- Be Good Stewards

KEY TASKS AND RESPONSIBILITIES

Oversee Living Water International global marketing, brand, and communications strategy to advance Living Water International mission and goals. This includes raising brand awareness through creative marketing initiatives, PR, digital platforms, social media, and partnership marketing.

- Coach and empower functional team leads (Director, Customer Insights/Experience, Art Director, and Communications Director) to execute an integrated marketing & communications plan reflecting a deep understanding of traditional and innovative marketing frameworks
- Oversee all marketing processes, KPIs, and technology that are needed to enable the overall marketing function to operate efficiently and effectively;
- Partner with the fundraising team by providing in-depth market research insights to develop segmentation strategies and increase lead generation through inbound marketing tactics
- Identify market trends and develop packaging that promotes Living Water's programmatic work to reach new customers
- Ensure the integrity of Living Water's brand and message alignment globally
- Oversee engaging, compelling, shareable content that tells the organization's story to raise awareness and inspire support through multiple channels
- Build a marketing & communications advisory council including board members and subject-matter experts.

Develop a cohesive and productive team, delivering on set goals, communicating direction, utilizing creative thinking to engage staff, clarifying roles and responsibilities, and demonstrating good judgment and clear decision making. Be a role model to others by creating and maintaining a positive and productive work environment and supporting ongoing development of staff; working in close collaboration with global units, and the global leadership team.

- Provide effective management and collaboration within the Marketing and Communications team to ensure that it functions in a collaborative, inclusive and productive fashion that relies on Living Water International core values and strengthens Living Water International culture;
- Serve as trusted communications advisor to Living Water International CEO and global leadership team;
- Provide effective management and supervision of all direct and indirect reports and oversee the maintenance and functioning of a strong and integrated team;
- Manage direct reports performance and career advancement throughout the year, as well as lead their professional development, training, and mentoring;
- Dedicate sufficient time to developing staff and creating opportunities for each individual to operate at a higher impact level to ensure continuity and deliverable of outcomes;
- Ensure Marketing & Communications team is aligned with the latest Program progress and that effective and regular communications exist between the global partners as well as with regional offices,
- Apply leadership competencies to lead by example as an individual learner and team player; demonstrate the ability to build trusting relationships with all roles and ranks, be a systematic thinker, and demonstrate integrity and accountability at all times;
- Evaluate and report out on the Marketing and Communications global strategy to the Executive Leadership Team, functional units, and the Board of Directors.

Required Skills:

- Demonstrated success in complex project management and advancing multiple projects simultaneously with exemplary organizational skills and meticulous attention to detail;
- Exemplary organizational, staff management and relationship building skills with a wide range of internal audiences including executive leaders and strategic partners;
- Sound business judgment and ability to manage shifting priorities and competing deadlines to ensure accuracy and high-quality standards while applying a systems view of outcomes and impact;
- Exceptional writing, communication and public speaking and presentation skills;
- Proven financial management experience, including the preparation and management of budgets and contracts;
- Penchant for problem-solving and collaborating with different teams in a fast-paced and entrepreneurial work environment;
- Initiative to take on new projects and continually exhibit a positive, proactive attitude towards all tasks and people;
- Willingness to be hands-on in a role that is demanding and requires a high level of energy, relationship building and staff development;

MINIMUM EDUCATION / EXPERIENCE

- Bachelor's Degree in Business Administration, Marketing, Communications or related field
- Graduate Degree in relevant field preferred
- Minimum 10 years of relevant work experience

WORKING ENVIRONMENT / CONDITIONS

- Standard office environment in Houston corporate office.
- International travel