



Job Opportunity

Senior Director, Marketing & Communications

Location	Stafford, Texas (Hybrid – Houston area)
Department	Marketing & Communications
Supervisor	VP, Marketing & Communications
Type	Salaried, Full-time, Exempt

JOB PURPOSE

To direct, implement, and manage a marketing and communications strategy to meet Living Water’s strategic objectives. This role will be a leader of leaders and oversee organization-wide marketing, creative, and communication strategies utilizing current portfolio data, market research, audience segmentation, and AI tools as appropriate. The results will be to raise funds, increase awareness of our mission, create engaging experiences for all customers, both online and in-person, and expand Living Water’s footprint in the marketplace. With a view to future team and market growth and working closely with the VP of Marketing & Communications, this role will provide leadership to the Living Water creative team and is responsible for the various products and services including Living Water’s website, the Annual Review, omnichannel fundraising, event facilitation, organizational print materials, video production, social media, new communication or marketing technologies, and brand development.

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

- Develop marketing and communication initiatives in support of organizational strategies and objectives using creative thinking, emerging tools, well-crafted, integrated campaigns, and a growth mindset.
- Coach and empower functional teams to execute on an integrated marketing and communication plan reflecting a deep understanding of traditional and innovative marketing frameworks.
- Develop, measure, and track KPIs to monitor the effectiveness of “mass” fundraising initiatives.
- Identify market trends and develop the resources needed to promote Living Water’s programmatic work to reach new customers.
- Develop, implement, and manage-to-success mass donor retention strategies, lapsed donor reactivation strategies, and legacy giving programs.

- In conjunction with a strategic, comprehensive marketing plan, oversee the maintenance and evolution of the Living Water website, use of social media, UI, SEO, and online advertising.
- Oversee all things related to printed materials including design, production and distribution of brochures, Annual Review, fundraising materials, promotional materials, displays and any other printed materials.
- Coordinate video production needs for Living Water's promotional purposes such as events, campaigns, cross-departmental initiatives, and organizational objectives.
- Contribute to overall event facilitation needs coordinated by the Marketing & Communications team.
- Prioritize and support other departments and key stakeholders with marketing support, branding, and publications of various types.
- Ensure the integrity of Living Water's brand and message globally and steward the adoption of brand standards across the organization.

EDUCATION / EXPERIENCE / SKILLS

- Bachelor's degree in Business Administration, Marketing, Communications or related field.
- Minimum 7 -10 years of relevant work experience.
- Exceptional oral and written communication skills, as well as presentation skills.
- Leadership capabilities, management experience and project management.
- Excellent interpersonal skills, building relationships and working well cross functionally.
- Innovative, influential and capable of developing strategic plans.
- Able to manage stress in a healthy manner and with a customer-focused orientation.
- Desirable experience: Salesforce, Pardot, WordPress and/or FlutterFlow.

More about Living Water

Living Water International exists to demonstrate the love of God by helping communities acquire desperately needed clean water and to experience “living water”—the gospel of Jesus Christ—which alone satisfies the deepest thirst. We mobilize churches and communities through water access, sanitation, and hygiene (WASH) interventions to increase the physical, spiritual, and social wellbeing of the most vulnerable in communities around the world. With over 300 global staff, we currently work in 17 countries and have provided access to safe water to nearly 6.5 million people.

We Offer

- Generous PTO, vacation, and holidays
- Retirement/403(b) with match
- Medical, vision and dental benefits
- Group Life, STD, LTD, AD&D and EAP (employer paid)
- Opportunities for professional development, spiritual care and formation program