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Marketing Manager

Lima, NY, United States | Full Time

As the Marketing Manager, you will play a vital role in growing and engaging UWP's donor base in the mission of ensuring clean water for Uganda today, tomorrow, and forever. You'll do this by creating attractive, empowering, and compelling social media, website, email, and written communications. You'll report to the Operations Director who will help focus your energy on how best to interact with our UWP Tribe and locate new Tribe members. Partnering with staff and volunteers, you'll increase awareness and action towards solving the water crisis affecting millions of Ugandans.

About the Ugandan Water Project:

The Ugandan Water Project exists to see Uganda liberated from the bondage of waterborne disease and poverty. We leverage the transformative power of clean water to empower Ugandans using our synergistic, three-tiered approach:

Building infrastructure that relieves immediate water insecurity **today**,
Developing sustainable water enterprises that keep clean water flowing **tomorrow**,
Supporting the establishment of national systems that will ensure safe water flows **forever**.

In collaboration with government, NGO partners, and the private sector, the Ugandan Water Project blends philanthropy, market-based approaches, and advocacy to catalyze innovation and rapidly respond to evolving needs in Uganda's water sector.

You're a Great Fit If:

- You have a proven track record in effective, creative communication through social media, website, email, and written communication
- You possess strong technical, graphic design, and creative writing skills with an ability to grow and become a leader in non-profit communication
- You have experience with (or a great desire to learn) WordPress, SEO, Canva, Adobe Suite, Mailchimp, and social media scheduling software
- You are able to demonstrate your experience in communication, marketing, and/or public relations and are prepared to submit a portfolio of your work
- You are willing to take risks in communication and believe that even a job posting shouldn't sound exactly like everyone else's job posting; because people need water and are dying every day while so many are wasting time echoing the same old thing that turns community attention away from serious problems and you refuse to be part of that malpractice

- You value organization and are able to create effective methods for tracking, improving, and redeveloping material strategically
- You have a knack for getting to know your audience through personal interaction, and have good instincts about their needs and desires
- You enjoy working with diverse personalities and cultural backgrounds
- You are passionate about agency and would love to use the skills that you have learned to inspire others to action

Responsibilities:

- Develop and execute a strategic communications program that inspires, engages, and expands UWP's audience, empowering donors with our effective water solutions and encouraging engagement both locally and with communities in Uganda
 - Create an organization-wide editorial calendar for all upcoming communications
 - Strategically plan and execute all fundraising campaign marketing plans in collaboration with the Development Director
 - Cultivate UWP's monthly donor community (The River)
- Design, create, and execute communications using social media, website, email, written and print communications
 - Collaborate with both Ugandan and US staff to capture and tell engaging stories
 - Communicate UWP's unique approach and expertise
 - Maintain UWP's website, including copywriting, images, SEO, and accessibility
 - Implement social media marketing campaigns, including ads
 - Steward the case document and keeping it current
- Develop and distribute the Annual Report
- Consistently grow the UWP brand, updating the UWP brand kit as it evolves
- Aid the Development Director in identifying strong potential partners
- Partner with the US staff to execute exciting events that will be valuable and connect communities to Uganda's water crisis
- Increase your personal knowledge and awareness within UWP for effective communication through research and designing new methods
- Organize and direct teams of volunteers to aid in executing mass communications and administrative work
- Manage the Nonprofit Marketing Mail status with USPS for printed communications

Location

This fully office-based opportunity is for those located in (or willing to relocate to) the Rochester area only. At this time, we are only considering candidates who are eligible to work in the United States without the need of company sponsorship now or in the future.

Compensation Range

\$40,000 - \$50,000

Contact

Express your passionate interest in joining our team by emailing Becca@ugandanwaterproject.com. Use the subject line: I'm the perfect Marketing Manager! Please include a current resumé or CV as well as any relevant links to online materials.