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Wavemaker Coordinator

Remote or Rochester, NY, United States | Full Time

Summary:
The Wavemaker Coordinator is a growth-driven and relationship-focused professional responsible for expanding and leading the Ugandan Water Project's Wavemaker Initiative across schools nationwide. Focused on outreach, marketing, and program growth, this role identifies and cultivates new school partnerships, guides teachers and administrators through every phase of the program, and delivers engaging in-person and virtual presentations to students. Through strategic outreach, compelling content development, and consistent donor stewardship, the Wavemaker Coordinator drives revenue growth and helps transition Wavemaker supporters into long-term partners of UWP's broader mission.

Reporting to the Director of Development, this role collaborates closely with UWP's marketing and development teams, manages campaign tracking and program reporting, and leads continuous improvement of the program to ensure it scales successfully year over year.

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.

Reports To: Director of Development

Key Responsibilities:
The Wavemaker Coordinator is responsible for leading the strategic growth of UWP's Wavemaker Initiative, expanding the program into new schools, districts, and regions through targeted sales, marketing, and outreach efforts. It involves stewarding relationships with current and prospective partner schools, guiding teachers and administrators through every phase of the program. Additionally, this role ensures effective delivery of Wavemaker programming, including Kickoff Assemblies, student presentations, and ongoing engagement throughout each school's campaign. The role also plays a key part in Wavemaker content and resource development, producing promotional materials, lesson plans,

and donor-facing communications that support both fundraising and new-school acquisition. Working closely with UWP's marketing and development teams, this position drives revenue growth across the program and helps transition Wavemaker donors into long-term supporters of UWP's broader mission.

Program Growth & Business Development

- Own the strategic growth of the Wavemaker program — developing and executing a sales and marketing strategy, including outreach, referral generation, and targeted campaigns, to expand into new schools, districts, and regions year over year.
- Identify and prioritize high-potential markets and school segments (e.g., grade levels, regions, district types) for Wavemaker expansion.
- Cultivate relationships with district administrators, PTAs, and educator networks to unlock multi-school or district-wide adoption.
- Represent UWP and the Wavemaker program at conferences, educator events, and community gatherings to generate new leads and build brand awareness.
- Develop referral and ambassador strategies with current Wavemaker teachers and schools to generate warm introductions to new prospective partners.
- Steward relationships with current Wavemaker schools to encourage year over year participation.

Program Delivery

- Guide participating schools through each phase of the Wavemaker program, from launch preparation through the culminating Water Walk and Impact Report.
- Serve as the primary point of contact for participating schools, providing responsive support throughout the engagement.
- Deliver engaging in-person and virtual Wavemaker presentations to students, including Kickoff Assemblies and related programming.
- Coordinate event logistics with schools, including confirming dates, times, and locations, and ensuring necessary A/V and space requirements are in place for assemblies and events.
- Record and distribute weekly encouragement videos to participating students to maintain engagement and answer emerging questions throughout the campaign.
- Coordinate speaker requests and, when appropriate, arrange for a UWP team member to attend a school's Kickoff Assembly in person or virtually.
- Compile and deliver digital Impact Reports to schools from the specific project(s) they funded, reinforcing the case for continued and expanded participation.

Content & Resource Development

- Maintain and update the Wavemaker Resource Folder and standards-aligned lesson plans, ensuring materials stay current and useful for teachers across grade levels and subject areas.
- Develop and refine promotional, marketing, and pitch materials for fundraising campaigns and new-school outreach, ensuring all materials meet UWP brand standards.
- Partner with UWP's marketing and development teams to develop case studies, testimonials, and success stories that support new-school outreach conversations.

Fundraising & Revenue Growth

- Promote and support fundraising activities tied to the Wavemaker program to drive consistent revenue growth, both from new and existing schools.
- Track campaign progress and provide schools with the tools, incentives, and encouragement needed to reach fundraising goals.
- Maintain and regularly update donation reports for each participating school, ensuring accurate tracking of funds raised and progress toward fundraising incentive tiers.
- Manage the fulfillment and distribution of student fundraising incentives (e.g., bracelets, t-shirts, grand prizes) based on individual and campaign-wide fundraising totals.
- Identify opportunities to increase average revenue per school (e.g., multi-classroom or district-wide campaigns, stretch goals, matching gift opportunities).

Donor Engagement & Stewardship

- Follow up with Wavemaker donors to thank them for their contributions and explore broader giving interest, helping transition engaged donors into deeper relationships with UWP.
- Partner with UWP's development/fundraising team to hand off qualified donor leads generated through Wavemaker campaigns, supporting the organization's broader revenue growth strategy.

Program Leadership & Strategy

- Lead continuous improvement of the Wavemaker program's strategy and execution, ensuring growth efforts translate into sustainable reach and revenue.
- Identify opportunities to streamline school onboarding and program delivery so the program can scale without sacrificing quality.
- Set growth targets and track/report on overall Wavemaker program metrics (e.g., number of partner schools, new regions entered, funds raised, water projects funded, year-over-year retention) to guide strategy and support organizational reporting needs.

Other duties as assigned

<u>You're a Great Fit If:</u>

- You have experience successfully working alongside a team of diverse, committed individuals
- You have a passion for transforming lives through Water, Sanitation, and Hygiene
- You exhibit integrity and discretion
- You connect deeply and build trust intentionally
- You communicate clearly and effectively
- You're comfortable with public speaking and enjoy presenting to diverse audiences
- Your enthusiasm is contagious and drives the mission forward
- You're a self-starter with a great work ethic
- You're an exceptional team player
- You drive for results, have a "get it done" attitude, and don't take rejection personally
- You're energized by networking, outreach, and building relationships with new people
- You're a natural relationship-builder, comfortable engaging administrators, educators, and community leaders to open new doors
- You enjoy navigating unforeseen challenges and working through ambiguity
- You're an out-of-the-box creative thinker who thrives on innovation to ensure mission success
- You are a process-driven leader who systemizes and gets the most out of resources
- You're only satisfied when the job is completely finished
- You have an unwavering attention to detail, strong organizational skills, and an interest in continuous process improvement
- You're comfortable working with children and in a school environment
- You're enthusiastic about events and enjoy bringing people together for a cause

<u>Required Skills/Qualifications</u>:

- Demonstrated fluency with authentic relationship development and moves management.
- Proven experience in sales, business development, or partnership/account management, ideally with a track record of pipeline building and closing new relationships.
- Outstanding communication skills and the ability to represent the organization in person, on screen, and in writing.
- Comfort and experience presenting to large groups, including students, in person and virtually.
- Positive attitude and energy and the ability to work collaboratively across teams and departments with people from a variety of backgrounds.

- Proven adaptability and resilience in fast-paced, dynamic environments, with the ability to pivot quickly, juggle multiple priorities, and maintain focus under pressure.
- A creative, imaginative spirit that brings fresh ideas, curiosity, and a spark of whimsy to collaborative work and organizational culture.
- A high level of focus and goal-oriented drive.
- Ability to set and meet tight deadlines.
- Strong project management experience that drives efficiency and excellence.
- Proficiency using software platforms, such as Google Suite, Asana, and Salesforce.
- Willingness and ability to travel to school sites and events as needed.

Preferred Skills/Qualifications:
- Background in non-profit international development or WASH programming.
- Experience working with K-12 schools, educators, or in an educational setting.
- Experience in fundraising, development, or nonprofit revenue generation.
- Event planning or coordination experience.

Travel:
Travel to deliver in-person Wavemaker presentations at partner schools in strategic regions, along with occasional travel to the US office for major fundraising events, and periodic travel to Uganda.

Location:
Remote or office-based for those already in, or willing to relocate to the Rochester, NY area. At this time, we are only considering candidates who are eligible to work in the United States without the need for company sponsorship now or in the future.

Compensation Range:
$40,000 to $50,000 base, plus up to $15,000 in performance-based pay

Contact:
Express your interest in joining our team by emailing Tanner at tanner@ugandanwaterproject.com. Use the subject line: I'm the perfect Wavemaker Coordinator! Please include a current résumé or CV as well as any relevant links to online materials.