

Marketing Specialist

Department:	Innovation & Consumer Needs (ICoN) Team
Place of work:	London, UK, with frequent travel to our programme countries involved
Duration:	Permanent
Salary:	£40,500 - £45,500
Grade:	10
Reports to:	Director of Programmes
Contacts:	WSUP London and Country Staff

About WSUP

WSUP is a not-for-profit company that helps transform cities to benefit the millions who lack access to water and sanitation. We were created in 2005 as a response to the urban explosion that has left many cities unable to provide basic services, such as access to a toilet or drinking water, to low-income communities. We work alongside local providers, enabling them to develop services, build infrastructure and attract funding so that they can reach low-income communities.

To ensure that services can reach as many people as possible, and will exist over the long-term, we have a strong focus on financial viability. This means working with utilities and businesses to build services which generate revenue whilst reaching the most vulnerable urban residents, and advising regulators and governments on how to create an environment which enables businesses to succeed.

We are based in the UK with offices in six countries in sub-Saharan Africa and Asia. As the urban specialist in water and sanitation, we are committed to sharing evidence and approaches so that our innovations can enable change around the world. Since inception we have helped over 18 million people access better water and sanitation services.

For more information about WSUP's vision and approach, see www.wsup.com.

About the role

This is a great opportunity to be part of a dynamic organisation with the scope to make a significant contribution to the entrepreneurial and innovative culture of WSUP. The Marketing Specialist role will be based within the ICoN team, being a focal point of reference for the marketing of water, sanitation and hygiene components of work. Your main task will be to

WSUP, 7th Floor, Fleet House, 8-12 New Bridge Street, London, UK, EC4V 6AL

Borealis & Bourouge | Care Int. UK | Cranfield University | Mott MacDonald | Thames Water | Unilever | WaterAid

Company Limited by Guarantee No. 5419428 registered in England & Wales. Registered address: 10 Queen Street Place, London, EC4R 1BE

build and extend WSUP's work with water and sanitation service providers and entrepreneurs, developing strategies which bring their brands to life, based on consumer and employee insights and long-term business goals.

The Innovation and Consumer Needs (ICoN) function gathers together the skill sets of water and sanitation specialisms, user centred approaches, behaviour change expertise and business design. You will develop and advise on the implementation of sales and marketing strategies, capacity building and knowledge sharing between the London based ICoN Team and the teams within the WSUP core countries.

Application deadline

17th March 2019

Interviews

Week 25th March 2019

The full description can be downloaded from our website: <https://www.wsup.com/vacancies/>

To apply for this position, you should upload your resume and cover letter on the link above.

Please note: This job is based in the United Kingdom. **Applicants must have the right to work in the UK at the time of application.** Please do not apply if this is not the case.

Job Description

Overall purpose

The overall purpose of the Marketing Specialist is to develop WSUP's capability to support utility service providers and entrepreneurs, helping them to develop their sales and marketing strategies.

As part of the Innovation and Consumer Needs team the Marketing Specialist will research, evaluate and implement the development of sales and marketing strategies, innovative solutions, and business models in pursuit of WSUP's goal to ensure the provision of high-quality water and sanitation services to all urban dwellers, including the poorest. Integral to this approach will be the strengthening of WSUP's country Programme teams to help them understand and target low income consumers efficiently and appropriately, considering what low-income consumers think, do, feel and believe now and what changes we want to measure after a marketing strategy.

Main responsibilities & tasks

1. Development of Marketing Strategies

- Work with service providers and entrepreneurs to develop marketing strategies based on consumer and employee insights and long-term business goals.
- Lead the strategy development for projects which focus on marketing and sales by providing the tools necessary to gather understanding about the consumer and develop suitable measurement tactics.
- Guide WSUP's country Programme teams to help them understand and efficiently target consumers, considering what consumers think, do, feel and believe now and what changes we want to measure after a marketing strategy.
- From a human centred approach assist WSUP's country Programme Teams to integrate and develop marketing strategies into relevant projects, explaining and demonstrating your approach whilst building the skills of non-marketing professionals.
- Assess effectiveness of marketing and insight tools in different contexts to further improve design and effectiveness of programmes
- Support the Partnerships Team, in alignment with the Communications Team to develop specific marketing and communication plans which align with the Funders brand vision.
- Engage in strategic thinking for ICoN and its involvement at country and global level.

2. Capacity building

- Provide support to the Programme teams on how to integrate human centred approaches into project design, approach and implementation.
- Provide advice to the Programme teams on how to take a risk management approach to projects, including assessing potential impact of work on communities, including any children or vulnerable people, and other safeguarding considerations.
- Define research projects, facilitate workshops, support the delivery of marketing and sales insight work by partnering with country Programme Teams and in particular building the skills sets of those directly involved with community mobilisation and engagement.

- Provide guidance and growth opportunities for team members and Toilet Sales Agents (TSAs) involved in sanitation marketing and sales projects
- Provide oversight and quality control on project deliverables
- Act as a key contact for clients, building strong and long-lasting relationships.

Person specification

Evidence that applicants meet the essential criteria will be assessed by the following methods: Application (A) Interview (I), as indicated below.

Essential

<p>Qualifications and experience</p>	<ul style="list-style-type: none"> - A formal education in Marketing (A). - Experience of working in a non-UK context for example with multinational firms involved with marketing or sales agencies, consultancies, or not for profit agencies (A,I). - Proven track record in designing and implementing effective marketing strategies that have affected behaviour change (A,I). - Experience of using a human centred approach to marketing and solving user problems (A,I). - Experience of leading workshops with participants at different learning and ability levels (A,I). - Experience of leading marketing strategy development and able to draft design briefs to better understand target audiences (A,I).
<p>Knowledge</p>	<ul style="list-style-type: none"> - Extensive knowledge of marketing, brand, sales and advertising tools and concepts (I). - Understanding of marketing principles and their application to human behaviour (I).
<p>Skills and abilities</p>	<ul style="list-style-type: none"> - Ability to communicate effectively with staff and clients, adept at presenting and selling ideas in front of clients and stakeholders (A,I) - Demonstrated ability to make sound rationalizations for strategic recommendations (A). - Ability to combine long-term strategic thinking with practical day-to-day implementation (A,I). - Ability to think of concepts holistically through a variety of media platforms (A,I). - Proficiency in English, both written and verbal (I).
<p>Other</p>	<ul style="list-style-type: none"> - Willingness to travel internationally. (A,I) - Excellent interpersonal skills and sensitive to cultural differences. (I) - Commitment to safeguarding principles and practice in design and implementation of marketing strategy. (I)

Desirable

Qualifications, experience, knowledge, skills	<ul style="list-style-type: none">- Experience of working with low-income or vulnerable populations (A,I).- Experience in the not-for-profit sector.- Experience in the water, sanitation and hygiene sector.- Knowledge of French or Portuguese.
--	--