

## MARKETING LEAD

<b>Department:</b>	Innovation & Consumer Needs (ICoN) Team
<b>Place of work:</b>	London, UK; Nairobi, Kenya; Accra or Kumasi, Ghana; or Lusaka, Zambia
<b>Duration:</b>	Permanent
<b>Grade:</b>	10
<b>Salary:</b>	According to grade and salary band of the country of employment
<b>Reports to:</b>	Director of Programmes

### 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.

We work in seven countries in sub-Saharan Africa and Asia, supported by an office in the UK. Since inception we have helped over 30 million people access improved water, sanitation and hygiene services.

WSUP's innovative approach to creating impact is guided by our values, which are the common fundamental beliefs and principles that guide us. All our staff are expected to embody these values in their day to day work and interactions. To learn more about our values, please see [www.wsup.com/about/work-with-us/](http://www.wsup.com/about/work-with-us/).

For more information about WSUP's vision and approach, see [www.wsup.com](http://www.wsup.com).

### About the role

WSUP is looking for an experienced marketing professional with a passion for helping organisations deliver better products, services, and experiences for their customers. This role is NOT primarily concerned with marketing of WSUP itself, nor marketing for fundraising.

A huge part of WSUP's approach involves strengthening service providers within our programme countries, to serve the needs of their poorest and most vulnerable consumer segments. This means working with water utilities, sanitation businesses, innovators and enterprises to ensure low-income communities have access to clean water and safe, dignified toilet facilities, and practice positive hygiene behaviours. It is to these organisations

to which we are providing marketing insight and support. This ties to one of our key values which is 'Think Business'.

The Marketing Lead role will be based within the ICoN team (Innovation & Consumer Needs) which brings together water, sanitation, and business development expertise. From within this team you will build the capability of the in-country Business Development Leads, as well as country team staff, and you will be a key contact for marketing, communications and customer engagement components of our project work. At present this role does not have a budget to run high profile marketing campaigns but works with in-country teams supporting them in realising the marketing challenges linked to specific projects which they are managing.

The role calls for a marketing specialist who has the ability to adapt and work with a marketing mix that takes into account the unique cultural dynamics of the respective markets in developing economies and lower income communities. This role is ideally suited to someone with experience in marketing and commercial departments within large product or service companies or someone with an agency / consultancy background, that is accustomed to advising organisations on marketing strategy, customer service and behaviour change campaigns. The role involves direct engagement with our in-country teams, local partners and some travel to our programme countries.

### **About the ICoN Team**

The 2020-2025 Business Plan describes WSUP as *an unusual and exhilarating institution, never short on ambition or a willingness to try the innovative, alternative or stretching*. Whilst every team has a role to play in living up to this reputation, ICoN leads the way. This means questioning the way we seek to solve the world's WASH (Water, Sanitation & Hygiene) problems. ICoN looks for innovative opportunities within project design and ways of working. This might include exploring a new business model, alternative partnerships, different technology or a refined method for analysis. Innovation might be a huge leap, or series of incremental adjustments, but will always be underpinned by customer focus and a growth mindset.

Being part of the ICoN team means being prepared to embrace problems, manage ambiguity, support others to see the value in thinking outside the box and stay resilient to the inherent challenges of encouraging change.

### **Application deadline**

Monday 25 April 2022

### **Interviews**

Week commencing 2 May 2022

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 London or one of WSUP's programme countries. **Applicants must have the right to work in London or a WSUP programme country 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 Lead is to develop WSUP's internal capability to support utilities and WASH enterprises, helping them to improve marketing communications, develop stronger brands and better engage customers and other key stakeholders through effective campaigns. Integral to this approach will be the strengthening of WSUP's Country Programme teams, helping them to understand and target low-income consumers efficiently and appropriately, by considering what they think, feel and do, as well as how to measure the effectiveness of communications and engagement strategies. Whilst the role has no direct line management responsibility, the Marketing Lead is regularly involved in influencing decision making and direction of projects as well as the strategic direction for WSUP's in-country work when it comes to changing mindsets and selling concepts; this is in close collaboration with the project teams and Senior Country Management.

You will be expected to contribute directly to programme deliverables, as agreed with our funders, and deliver capability building and training across WSUP and within our partner organisations in-country.

### Main responsibilities & tasks

#### 1. Development of Marketing, Communications and Customer Engagement Strategies

- Lead the **design and delivery of project outputs** which focus on marketing, sales and customer management by providing support to the Global Programmes Team, the Partnership and Communications Team and Country Programme teams as required, across the project lifecycle.
- Work with service providers, enterprises, and relevant third-party consultants to **develop marketing strategies, customer satisfaction and loyalty initiatives** as well as campaign and communications plans based on consumer and employee insights and long-term business goals.
- Co-develop with Project Leads **the Terms of Reference, and the selection and management of third-party consultants and suppliers** related to consumer research, marketing creative, media and communications deliverables.
- To further **improve design and effectiveness of marketing-related programmes** you will provide guidance for research related to gathering consumer insights, segmentation strategies, communications testing and the measurement of campaign effectiveness.

#### 2. Capability Building within WSUP

- **Support and design learning and development initiatives**, such as webinars, workshops or project-focused discussions to upskill the Country Programme teams and specifically the Business Development Leads, on a variety of marketing and customer experience topics, building the capability of non-marketing professionals.

- **Support the Country Programme teams** in delivering appropriate marketing, communications, and customer engagement workshops to build the capability of relevant staff within utility service providers and other WASH enterprises.
- Provide **guidance for training and managing sales personnel** such as Brand Promoters and Toilet Sales Agents involved in sanitation marketing and sales projects.
- Provide **copywriting support for funding proposals and donor reports** around topics related to your area of expertise and project deliverables related to your role.
- **Champion customer focus** in WSUP approaches, advocating for WSUP's beneficiaries as customers, equally entitled to products, services and experiences that meet their value-for-money expectations.

### 3. Engagement with the wider sector

- Provide **copywriting support for blog, case study and practice notes** to further internal and sector-wide knowledge sharing.
- Contribute to **sector-wide learning** by designing and delivering plenary and breakout sessions for conferences related to your area of expertise.
- Engage the wider sector to **build external awareness of WSUP programmes** and enable opportunities for collaboration.
- Follow and track sector debates to **leverage best practice and cutting-edge marketing research** to improve the quality and impact of interventions and to encourage innovative and alternative marketing solutions.

### 4. Undertake any other duties as commensurate with the role and agreed with your line manager.

## Person specification

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

### Essential

<b>Qualifications and experience</b>	<ul style="list-style-type: none"> <li>- A relevant marketing qualification (A).</li> <li>- Experience conducting customer and market research to inform marketing and customer segmentation strategies (A, I).</li> <li>- Experience developing marketing strategies within strategic business plans (A,I).</li> <li>- Proven track record in designing and implementing effective marketing campaigns that have affected behaviour change (A,I).</li> <li>- Experience of leading workshops with a wide variety of participants from different sectors and roles in society (A,I).</li> <li>- Experience of working in a non-UK context, e.g. with multinational firms, sales agencies, consultancies, or not for profit agencies (A,I).</li> <li>- Experience of copywriting; generating narrative across different channels, which grabs the attention of target audiences (A,I)</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>- Extensive knowledge of marketing, brand, sales and advertising tools and concepts (I,T).</li> <li>- Understanding of marketing principles and their application to driving customer satisfaction and loyalty (I).</li> <li>- Knowledge of procurement processes for engaging consultants and external support (A,I).</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>- Ability to communicate effectively with staff and clients, adept at presenting and selling ideas and training others (A,I,T).</li> <li>- Demonstrated ability to make sound rationalisations for strategic recommendations (A,T).</li> <li>- Ability to combine long-term strategic thinking with practical day-to-day implementation (A,I).</li> <li>- Proficiency in English, both written and verbal (I).</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>- Willingness to travel internationally (A,I).</li> <li>- Excellent interpersonal skills and sensitive to cultural differences (I).</li> <li>- Commitment to safeguarding principles and practice in design and implementation of all work (I).</li> <li>- Understanding of the general principles and the implementation of data protection procedures (I).</li> <li>- Commitment to the mission, vision, and values of WSUP (I)</li> </ul>

### Desirable

<b>Qualifications, experience, knowledge, skills</b>	<ul style="list-style-type: none"> <li>- Experience of marketing or selling to low-income populations (A,I).</li> <li>- Experience in the water, sanitation and hygiene sector (A).</li> <li>- Experience of professional service or utility marketing.</li> <li>- Knowledge of French or Portuguese or Bangla (A,I).</li> </ul>
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