



Job Opportunity

Digital Marketing Director

Location	Remote (within US)
Type	Salaried, Exempt, Full-time
Supervisor	Senior Director, Marketing & Communications

JOB PURPOSE

The Digital Marketing Director manages and oversees the Living Water International website and digital assets and works with other Marketing and Communications team members to generate, grow, convert, and steward Living Water supporters. The Digital Marketing Director will be responsible for developing and leading strategies to grow Living Water's online presence, increase lead generation opportunities, and support online revenue goals. They will analyze analytics platforms and marketing campaign results and develop ongoing action plans for improvement. They maintain a robust knowledge of digital marketing best practices in both the non-profit sector and digital marketing industry, and a commitment to the integration of online and offline channels.

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 and oversee Living Water's digital customer acquisition, conversion, and growth strategies to acquire and steward online donors
- Develop, optimize, and iterate SEO strategies for growing organic and paid traffic to support lead generation and donor acquisition journeys
- Develop targeted lead generation campaigns for PPC, email marketing, and social media campaigns
- Develop and coordinate ad campaigns including social media, pay-per-click (PPC), and Google Grant ads
- Track and report on key results (OKRs), and recommend strategies for ongoing optimization
- Coordinating cross-functionally, develop digital strategies for event promotion and tracking
- Coordinating cross-functionally, partner with Strategy & Innovation team members to solve marketing innovation challenges
- Research and stay on top of SEO best practices, marketing trends, and relevant search engine keyword trends

EDUCATION / EXPERIENCE / SKILLS

- Bachelor's or master's degree in marketing or related field
- Minimum 5 years of relevant work experience
- Knowledge of website analytics measurement methodology and measurement platforms including Google Analytics, Search Console, Tag Manager, etc.
- Solid experience with HTML/CSS and WordPress
- Solid background in strategy for digital media channels and email marketing
- Experience leading and managing PPC and display advertising campaigns
- Knowledge of SEO copywriting and UI design skills
- Experience optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Experience with Salesforce and Pardot
- Exceptional oral and written communication skills
- Critical thinking and analytical skills
- Builds relationships and works well cross-functionally with other teams
- Customer-focused orientation
- Able to manage stress in a healthy manner
- Multi-cultural communication skills and experience is desired but not required

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 18 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 and AD&D (Employer paid)
- Opportunities for professional development
- Spiritual care and formation program
- Employee assistance program
- Casual dress code