



## Job Opportunity

# Senior Director, Marketing & Digital Experience

<b>Location</b>	Hybrid or Remote within US (only from the following states: CO, FL, GA, MI, MO, OR, SC, TN, TX, VA, & WI).
<b>Department</b>	Marketing & Communications
<b>Supervisor</b>	VP, Marketing & Communications
<b>Type</b>	Salaried, Full-time

## JOB PURPOSE

In collaboration with other members of Marketing & Communications leadership, the Senior Director, Marketing & Digital Experience, will develop, manage, direct, and implement a marketing strategy to meet Living Water's organizational objectives. It will develop a marketing strategy to support revenue generation and fundraising activities and is responsible for continually refining donor journeys and product offerings through internal and external market research, stakeholder feedback, web development, UI/UX best practices, and online security protocols for the water.cc and my.water.cc platforms. This role forms an important part of the Marketing & Communications leadership team.

## 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

### ***Strategic Marketing Leadership***

- Develop an annual marketing strategy aligned with Living Water's organizational objectives.
- Collaborate with Marketing & Communications leadership to align marketing strategies with Living Water's narrative voice, campaign themes, and visual identity.
- Analyze the market environment and competitive landscape to provide insights that strengthen Living Water's positioning and value proposition.
- Contribute to cross-cutting fundraising and engagement strategies through input on messaging, campaign design, and integrated marketing efforts.

### ***Product Design & Management***

- Collaborate with cross-functional teams to conceptualize, design, and manage fundraising "products" (e.g., project sponsorship packages, giving opportunities, recurring donor models) that resonate with key supporter segments.
- Refine product offerings based on supporter insights, market analysis, and fundraising performance data.
- Guide product pricing, bundling, and packaging strategies to ensure alignment with donor behavior, value perception, and organizational priorities.

**Supporter Research & Insights**

- Lead and conduct market research to deepen the understanding of Living Water target markets.
- Test and refine supporter personas and journey maps across all supporter segments and revenue streams, to support targeted marketing efforts and inform internal training for Engagement teams.
- Facilitate and evolve the “Voice of the Supporter” program, leveraging data from CRM (Salesforce), web and social analytics, supporter surveys, and market research.
- Publish quarterly market insights to inform Engagement strategy and messaging across the organization.

**Digital Experience & Platform Management**

- Develop and implement a digital strategy to effectively engage online audiences and grow digital reach.
- Oversee the maintenance and evolution of Living Water’s website, supporter portal, UI/UX design, SEO strategy, and online advertising.
- Manage vendor relationships to ensure alignment with digital goals, timelines, and quality standards.

**Team Development & Collaboration**

- Partner with cross-functional teams—including Engagement, Programs, and IT—to develop and optimize offerings brought to market.
- Lead and develop a small but strategic team (including staff and vendor partners), cultivating a culture of innovation, ownership, and continuous improvement.

**EDUCATION / EXPERIENCE / SKILLS**

- Bachelor’s degree in business administration, marketing, communications or related field preferred
- Minimum of 7-10 years of relevant work experience
- Exceptional oral, technical and written communication skills as well as multi-cultural communication skills and experience
- Strategic planning and marketing, business and market development
- Leadership capabilities, management, peer coaching and mentoring experience
- Able to influence, innovate, problem solve, develop and implement strategic plans
- Customer-focused orientation with excellent interpersonal skills
- Able to manage stress in a healthy manner
- Ability and willingness to travel domestically and internationally (10%)

**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 16 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, AD&D, Employee Assistance Program (Employer paid)
- Opportunities for professional development
- Spiritual care and formation program
- Casual dress code

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