



Job Opportunity

Marketing Operations & Technology Manager

Location	Hybrid or Remote within US (only from the following states: AZ, CO, DE, FL, GA, MI, MO, OR, PA, SC, TN, TX, VA, & WI).
Department	Marketing & Communications
Supervisor	Sr. Director, Marketing & Digital Experience
Type	Full-Time, Salaried, Exempt

JOB PURPOSE

The Marketing Operations & Technology Manager is responsible for the execution, optimization, and day-to-day management of Living Water International's marketing technology stack, digital platforms, and internal marketing workflows. Reporting to the Senior Director, Marketing & Digital Experience, this role ensures that marketing systems, tools, and processes are reliable, scalable, secure, and supporter-centered, enabling effective fundraising, engagement, and digital experiences across the organization. This role is hands-on and technically oriented, with oversight of marketing operations, platform administration, and cross-functional execution, translating strategy into consistent, high-quality delivery.

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

Marketing Operations & Platform Ownership

- Serve as the primary day-to-day administrator and operator of Living Water's marketing platforms, including:
 - Pardot (Marketing Cloud Account Engagement)
 - Salesforce (in partnership with CRM and IT teams)
 - Web CMS and supporter portals (water.cc and my.water.cc)
 - Project management and workflow tools (e.g., Asana, Jira, or similar)
 - Survey and feedback tools (e.g., SurveyMonkey or equivalent)
- Manage system configuration, user access, permissions, integrations, and data hygiene
- Support platform stability, QA, security best practices, and vendor coordination
- Identify opportunities to improve platform performance, efficiency, and scalability

Campaign Operations & Workflow Management

- Own and manage marketing intake, workflow, and execution processes
- Support execution of email and digital campaigns, ensuring:
 - Accurate segmentation and targeting
 - Timely deployment
 - QA, compliance, and operational best practices

- Coordinate with Marketing, Engagement, Digital, and Programs teams to ensure campaigns are operationally sound
- Document and maintain standard operating procedures (SOPs) for marketing operations and platforms

Digital Experience Enablement

- Support the execution and optimization of digital supporter journeys across web, email, and integrated platforms
- Partner with Digital and Content teams to ensure platform functionality aligns with supporter experience goals
- Assist with UI/UX improvements, web updates, and digital testing initiatives under the direction of the Senior Director
- Help ensure digital platforms support fundraising products, donor journeys, and engagement strategies

Data, Reporting & Voice of the Supporter Enablement

- Build and maintain dashboards and reports across Pardot, Salesforce, and analytics tools
- Support data integrity and reporting needs for fundraising, engagement, and marketing performance
- Operationalize Voice of the Supporter initiatives by:
 - Managing survey tools and deployment
 - Supporting data collection and integration
 - Assisting with insights reporting and feedback loops
- Ensure marketing data supports informed decision-making across teams

Project Management & Cross-Functional Collaboration

- Manage marketing operations projects from intake through completion
- Track timelines, dependencies, and deliverables using project management tools
- Serve as a central operational point of coordination for marketing technology and platform initiatives
- Partner closely with IT, Engagement, Programs, and external vendors

Team Enablement & Support

- Provide training and support to internal users of marketing platforms and tools
- Act as a trusted operational partner to marketing stakeholders
- Support adoption of tools, workflows, and best practices across the organization

EDUCATION / EXPERIENCE / SKILLS

- Bachelor's degree in marketing, communications, business or related field preferred
- 5+ years of experience in marketing operations, marketing technology, or digital operations
- Experience with Pardot, Marketing Cloud Account Engagement, Salesforce (campaigns, reporting, integrations), Web CMS and digital platforms, Project management and workflow tools are required.
- Strong written and verbal communication skills, as well as multi-cultural communication skills and experience

- Able to innovate, problem solve, collaborate and implement strategic plans
- Customer-focused orientation with excellent interpersonal skills
- Able to manage stress in a healthy manner
- Must possess a strong understanding of email marketing operations, automation, segmentation, and analytics.
- Ability and willingness to travel domestically and internationally up to 10%.

It's great, but not required, if you have:

- Experience in nonprofit or fundraising organizations
- Familiarity with data governance, privacy, and security best practices
- Experience supporting donors or supporting lifecycle marketing

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 15 countries and have provided access to safe water to nearly 6.5 million people.

We Offer

- Competitive compensation package
- Opportunities for professional training & development
- Spiritual care and formation program
- Casual dress code

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