



OPERATION GRATITUDE
Position Description Form
Remote

JOB TITLE: Website & IT Systems Manager
DEPARTMENT: Operations
REPORTS TO: Director, Information Systems
LOCATION: Remote
TRAVEL: 5%

MISSION + VISION:

Mission: Our mission is to honor the service of our military and first responders by creating opportunities to express gratitude

Vision: We envision a future where all who serve believe the American people care

THE OPPORTUNITY:

Reporting to the Director, Information Systems, the Website & IT Systems Manager is a highly motivated individual with experience and a passion for data and finding new strategic ways to create cross-functional effectiveness across all departments of the organization. The Website & IT Systems Manager should be continually developing their technical skills to improve organizational effectiveness. The Website & IT Systems Manager will provide support across all IT systems platforms, with a special focus on the organization's Website, associated applications, and the integration of this information with other IT systems

KEY RESPONSIBILITIES:

- Understand and enable the Operation Gratitude mission and vision
- Troubleshoot any website issues and assist in the overall maintenance of the website
- Assess and make recommendations for IT systems processes, procedures, enabling technologies that facilitate the achievement of the organizational strategic goals and objectives nested within the Strategic and Operating Plan
- Designing and coding new pages and editing existing pages in WordPress and HTML when necessary, following the Operation Gratitude style guide
- Provide excellent technical support for online donors and peer-to-peer event participants
- Collaborate with Development and Communications staff to create effective audience journeys (utilizing automation techniques) and create variable content that delivers the right message to the right person at the time
- Support the administration, creation, and publishing of relevant, original, high-quality content for the 'In The News', 'Mail Call', and 'Testimonials' sections of the website. Report engagement each month
- Participate in the development and execution of marketing campaigns
- Work with IT and Donor Relations to ensure appropriate coding of online gifts in a database for reporting, acknowledgment, recognition, and donor communication
- Act as the first reviewer for all emails being sent out to the Operation Gratitude email list,

including proofing messaging and ensuring emails look correct (fonts, names, images, etc.)

- Stay up to date with HubSpot (or current email system) best practices as well as update as they occur
- Updating email outreach through Pardot templates
- Troubleshoot technical issues within related applications listed above
- Related applications, including Salesforce, HubSpot, WordPress, Adobe Suite, Canva, Classy, and Cirrus Insight
- Assist in creating and updating forms for external and internal use in Form Titan
- Provide technical advice to the Marketing and Communications personnel to enable their design needs
- Provide the team with appropriate design templates
- Assist with importing data into CRM and ERP systems.
- Assist the IT Director/Manager with basic reports, dashboards, list views, etc., in Salesforce and provide backup Administrator functions, including user account maintenance, reports and dashboards, automation, and other routine tasks
- Create updated workflows and process flows
- Troubleshoot technical issues within the Website and other IT systems used by the organization
- Provide IT-specific training and support to staff members and volunteers as applicable
- Perform all other duties as requested by the Director, Information Systems
- Pull monthly reports with all the Salesforce, HubSpot, and website analytical data.
- Conduct limited travel as required; expected travel is less than 5% of the time

QUALIFICATIONS AND EXPERIENCE:

- Bachelor's Degree or equivalent technical experience
- Salesforce Advanced Administrator Certification is desired
- HTML Certification a plus
- Prior non-profit experience is valued
- Expertise with Microsoft Office Suite and Office 365
- Google Analytics experience is a plus

PROFESSIONAL LEVEL: Full-time, Non-Exempt

SALARY RANGE: \$60,000 – \$80,000

Operation Gratitude is an equal opportunity employer

For more information about Operation Gratitude, please visit www.operationgratitude.com

To apply, please email your resume and cover letter to resumes@operationgratitude.com