



## Job Description

# Marketing Project Manager

## About Direct Development

At DD, we're a marketing technology agency unlike many others. For starters, we serve the nonprofit and education industries, and we build long-lasting relationships with our client-partners, to the point where they become like family. Our mission is to "Help Davids beat Goliaths" by developing client-tailored marketing game plans that outperform rather than outspend. We're known for being highly collaborative, fast-paced, innovative, and creative. We live at the intersection of technology and marketing, with a strong emphasis on data-driven strategies and tactics. We love developing creative, powerful content stories and using the inbound marketing methodology as the engine that drives our initiatives.

DD operates under a family of brands that are all centered around one mission — to help the Davids of this world beat their Goliaths. This is our approach, and it infuses every product, service, and resource we create. DD is one team that currently operates these four uniquely separate brand divisions:



## What We Do Incredibly Well

At the highest level, we empower people in the education and nonprofit world to break through barriers and make smarter decisions about marketing, communications, and storytelling.

## We're Building a Team That is Fixated on These Core Tenants

### Treat People Like Family

The foundation of great success is great relationships. We're in the business of partnership, not lip service; this is family

### Be Ridiculously Helpful

We help our clients and each other solve big problems. We take seriously the solutions and help offered - we don't settle

### Challenge Conventional Thinking

Innovation requires challenging the so-called best practices. We think outside the box in order to stay ahead of the curve

### Treasure Transparency

We prioritize transparent conversations in everything we do; with clients and teammates alike, we're radically honest and handle ourselves with kindness and candor

### Adapt & Improve

Our team thrives on making improvements that are informed by data and we're committed to prioritizing value over vanity

### Make It Fridge-Worthy

We're known for well-thought-out strategies that produce exceptional content and remarkable results — we strive to produce work akin to the one-of-a-kind art projects your parents taped to the fridge with great pride

# About the Marketing Project Manager Role

As a Marketing Project Manager at Direct Development, you'll play a critical role in supporting client success as it relates to project management across nonprofit and higher education marketing partners. You'll be responsible for overseeing and managing timelines across multiple projects, maintaining project management software, and ensuring the delivery of high-quality, strategic marketing solutions that drive measurable impact. Acting as a key liaison between teams, you'll foster collaboration, maintain clear communication, and guide project timelines to completion, ensuring alignment with client goals and DD's high standards.

*We're looking for someone who is great with deadlines and details, and finds joy and fulfillment in the art of project management. If this sounds like you, please read on!*

## Primary Role Responsibilities

### Project Management & Execution:

- Oversee the timeline management of multiple client projects
- Ensure all deliverables are aligned with client expectations and deadlines
- Organize and maintain project folders to help facilitate better communication across teams
- In partnership with the client success lead, ensure that ample direction, context, and detail are provided to cross-functional teams (e.g. content creators, designers, and strategists) to ensure projects are executed efficiently and effectively

### Timeline & Budget Management:

- Develop & manage project timelines; meeting deadlines and allocating resources appropriately
- Monitor project budgets, track expenses and pivot, as needed, to stay within the agreed-upon scope

### Team Collaboration & Resource Allocation:

- Coordinate with internal teams to assign tasks and balance workloads based on team capacity/ skill sets
- Ensure smooth communication across teams & efficient use of resources, including freelancers and external vendors when necessary
- Ensure all deliverables are implemented on time and on budget

### Process Improvement & SOP Development:

- Identify opportunities to enhance operational workflows, improve efficiency, streamline project processes and establish or refine standard operating procedures (SOPs)
- Implement tactical improvements to optimize execution and ensure seamless delivery

## Ideal Skills & Attributes

- 3-5 years of experience with project management preferred
- Excellent written and verbal communication skills - necessary for client and team collaboration
- Experience working with internal stakeholders
- Experience with optimizing processes and efficiencies
- Strong attention to detail
- Teachable paired with a desire to grow in skills learning and professional development
- Familiar with inbound marketing and best practices as it relates to content marketing
- Excellent organizational and multitasking skills with the ability to manage competing priorities
- Ability to oversee project budgets and timelines with a focus on delivering profitable outcomes
- Proficiency in project management software such as Teamwork (preferred), Asana, Trello, or similar
- Strong problem-solving skills and a proactive approach to addressing challenges
- Agency experience preferred

## Experience Requirements

- Minimum 1-2 years of proven project management experience, preferably in a marketing agency environment.
- Experience managing multiple projects and cross-functional teams in a fast-paced, deadline-driven setting.

## Advancement Opportunities

Senior Marketing Project Manager, Client Success Manager, Marketing Operations Manager, Director of Project Management

## Position Type & Benefits

Full-time salaried position, premium healthcare, paid maternity/paternity leave, 401k plan, 16+ company holidays/year, remote work with in-person team gatherings throughout the year

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**CONTACT:** Email resume, cover letter, and 2-3 character references to Maddy Ledon, Head of Culture and Talent Development at [maddy@directdevelopment.com](mailto:maddy@directdevelopment.com)