

# Job Description:

## Client Success Manager



### About Direct Development

At DD, we're a marketing technology agency unlike many others in the DC area. 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:



*Education Marketing*



*Nonprofit Marketing*



*Enrollment Marketing  
Resources & Community*



*Video Production*

### 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.

### What We Believe

There are too many choices available, and more channels is not always better. Quality is more important than quantity. Making smart choices requires education, data, and experimentation. You don't have to outspend in order to outperform. Overcoming your biggest challenges requires letting go of control and letting others help you think outside the box. Technology is your weapon, but how you wield it determines success or failure. Perfection is the enemy of progress, but great work is always worth the extra time. Content matters...context matters even more. Force does not equal friction (and friction is the enemy). There's no such thing as a stealth applicant. Omni-channel is the biggest scam of the century. Strategy before tactics. You can't know what to do if you don't know where you are. Begin with the end in mind.

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### About the Client Success Manager Position

The Client Success Manager (CSM) role at DD is a mid-level position that involves managing multiple client accounts and executing marketing campaigns throughout the year for each. Each marketing campaign involves the creation and coordination of multiple deliverables in order to execute various inbound marketing tactics successfully. CSMs at DD will be directly involved with premium content creation, blogging, landing pages, social media promotions, digital ads, videos, emails, SEO, and content pathways — all using state-of-the-art marketing automation software platforms (predominantly HubSpot). This is a highly collaborative, team-player role that involves attention to detail to track dozens of marketing metrics to improve the effectiveness of our inbound marketing campaigns using data. Beyond HubSpot and marketing knowledge, our Client Success Managers are expected to manage 2-5 ongoing client account relationships as part of our Client Success Team within DD. Their role is to be the lead project manager, part strategist/creative thinker, part content editor, and part technology innovator. This is a full-time role that is a gateway to more advanced roles and professional development pathways within the company.

## **JOB DUTIES:**

### **Content Creation & Implementation**

- Create various types of content for marketing campaigns for multiple client accounts
- Review and edit content: blogs and eBooks
- Review, edit, and/or manage long-form content (eBooks, reports, infographics, pillar pages, etc.)
- Create landing pages, forms, and social media content using marketing software tools (HubSpot)
- Manage organic and paid social media promotions on various social networks
- Draft, test and transmit various types of emails
- Help maintain content calendar and deadlines
- Proofread print and digital content for grammar and typographical errors

### **Project & Client Management**

- Manage all assets involved in marketing campaigns from concept to publishing
- Be the primary point of contact for clients in the weekly/daily management of deliverables
- Coordinate deadlines within DD special teams for various content pieces and campaigns
- Communicate with senior DD team members about the status of content, project deadlines, and client health

### **Inbound Marketing Analysis & Support**

- Direct report to Director of Client Success on all client relationships, campaigns, and marketing performance
- Research information or solutions to specific projects, campaigns, or client needs
- Create/edit monthly and quarterly reports using marketing software tools
- Brainstorm, outline, and present strategies for improved marketing tactics based on data and performance of campaigns

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## **IDEAL SKILLS, QUALITIES, & VALUES:**

- Ability to manage multiple client relationships and provide quick, reliable customer service
- Excellent teamwork capability with the ability to switch between multiple campaigns/projects daily
- Excellent writing and communication skills
- Propensity for technology, creative thinking, and inbound marketing theory
- Basic understanding of website design, digital media, and content marketing
- Ability to operate and navigate marketing automation and CRM software tools (especially HubSpot)
- Proficiency with Microsoft Office (Outlook, Excel, Word, Powerpoint), Google Docs (docs, sheets, presentations), and Slack
- Care about the causes/business goals of our clients
- Enjoy problem solving
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

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## **ADVANCEMENT OPPORTUNITIES:**

Senior Client Success Manager, Account Strategist, Senior Account Strategist, Content Manager, Content Strategist, Senior Content Strategist

## **POSITION TYPE & BENEFITS:**

Full-time salaried position, 100% company-covered healthcare, paid maternity/paternity leave, 401k plan, mobile data plan reimbursement