

Job Description:

Content Writer



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.

About the Content Writer Position

The Content Writer role at DD involves researching, writing, and editing a wide variety of media for our nonprofit and higher education clients and internal marketing needs. These assets include writing blog posts, eBooks, website copy, and email newsletters. Our ideal Content Writers will be able to take the creative vision for a marketing campaign and develop multiple deliverables that are in-line with the brand/tone standards for our clients. This role can be heavy part-time to full-time, depending on skill level and experience, and is a gateway to more advanced roles within the DD Team.

JOB DUTIES:

Content Creation

- create various types of content for marketing campaigns for multiple clients
- write and edit blog posts
- create premium content (eBooks, reports, infographics, slide decks, etc.)
- minor editing work, including proofreading content for grammar and typographical errors

- help maintain content calendars and deadlines
- communicate with senior DD team members about status of content and project deadlines

Marketing Research

- research information or solutions to specific projects/clients
- create/edit reports
- research marketing studies, reports, and trends to augment DD marketing initiatives

Professional Development & Brand-building

- research innovative methods and ideas for content and inbound marketing trends
- read and share relevant content from professional blogs
- write about successful inbound marketing topics for DD marketing blogs
- maintains active professional profiles on social networks under the DD brand (Twitter, LinkedIn, etc.)

IDEAL SKILLS:

- Excellent writing and communication skills
- Propensity for technology, creative thinking, and inbound marketing theory
- Positive attitude
- Care about the causes/business goals of our clients
- Strong organization skills and attention to detail

POSITION TYPE & BENEFITS:

Full-time salaried position

100% company-covered healthcare

Paid maternity/paternity leave

401k plan

ADVANCEMENT OPPORTUNITIES:

Content Editor (CE), Content Strategist (CS), Marketing Associate (MA), Client Success Manager (CSM)