

## Job Description:

# Digital Advertising 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 Digital Advertising Manager Position

This role is a highly collaborative position at DD that combines four areas of prowess: digital advertising strategy + audience targeting + ad creation and buildout + continuous optimization and improvement. Digital Advertising Managers (DAM's) at DD work with our senior consultants, account/content strategists, editorial team, and project/client management teams to manage and implement the best digital advertising programs that align each client's inbound marketing strategy. This role involves managing paid social media, paid search, and paid display advertising, including ad retargeting campaigns that integrate with key marketing objectives. The best DAM's are highly adept at creating and adjusting digital campaigns that include dozens of ad groups with multiple ads within a single client account - and being able to do so across multiple client accounts each week. The overall goal of this role is to optimize ad spend, allocation of efforts, and continuously improve ROI in a way that generates quality leads according to the objectives and key results for each client's strategic marketing plan.

## **JOB DUTIES:**

### **Paid Search & Display Ad Strategy**

- Manage Google Ads campaigns involving search and display ads for 10-25 client accounts
- Monitor ad campaigns and optimize regularly according to available budget, goals, and performance
- Develop custom retargeting ad campaigns that leverage user data captured in HubSpot and other CRMs
- Analyze data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Provide reports and recommendations to clients regarding optimization/improvement of digital ads
- Research each account's content assets and personas to ensure digital advertising strategy aligns with inbound marketing efforts
- Advise senior consultants and account managers on how to adjust tactics for optimum ROI of ad performance, media budget management, and seasonal factors

### **Paid Social Media Advertising Strategy**

- Strategize specific digital advertising tactics involving paid social media for multiple client accounts according to available budget, goals, and industry research
- Collaborate/oversee account managers who are creating paid social ads to optimize campaigns according to goals
- Analyze data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Provide reports and recommendations to clients regarding optimization/improvement of paid social ads
- Advise senior consultants and account managers on how to adjust tactics for optimum ROI of ad performance, media budget management, and seasonal factors

### **Digital Ad Creation & Execution**

- Develop various types of digital ads for use in social media, search engines (search and display), and other websites and digital advertising media
- Develop multiple audience profiles within each ad platform according to personas and appropriate journey stages
- Write and edit digital ad copy, optimized for each ad platform
- Build out and oversee the development of various types of paid social media promotions, including boosted posts, traffic ads, and lead ads
- Collaborate with Creative Team on the production of visual media to be used for digital advertising purposes
- Collaborate with Content Strategy Team on the development of messaging, tone, style, etc. for each account
- Manage and oversee all paid social media ads created by DD marketing associates and project managers
- Train and improve the work of DD team members to create and improve paid social media promotions
- Ensure digital ads are integrated within each marketing campaign and conform to each client's brand guidelines
- Provide final review of all digital ads to ensure quality control, consistency, optimization, and effectiveness

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

- Minimum 4 years of marketing experience managing digital advertising campaigns and developing strategic digital advertising plans
- Highly proficient in Google Ads and Google Analytics
- Highly proficient in Facebook, LinkedIn, and Twitter ad platforms
- Experienced with SEMRush and understanding of SEO best practices
- Excellent writing and communication skills
- Prudent financial sense and resourceful with limited budgets
- Propensity for technology, creative thinking, and inbound marketing theory
- Positive attitude and enjoy solving problems
- Experience working with customers
- High level understanding of CRM platforms, marketing technology, and data integrations
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

## **ADVANCEMENT OPPORTUNITIES:**

Digital Advertising Strategist, Senior Digital Advertising Strategist

## **POSITION TYPE & BENEFITS:**

Full-time salaried position

100% company-covered healthcare

Paid maternity/paternity leave

401k plan

Mobile data plan reimbursement

**CONTACT:** *Email resume, cover letter, writing samples and character references to **Shane Kehl**, Director of Client Success, at [shane@directdevelopment.com](mailto:shane@directdevelopment.com)*