

Job Description:

Digital Advertising Specialist



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:



agency

novus

enrollify

Studio

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 Digital Advertising Specialist Position

The Digital Advertising Specialist role at DD is a junior-level position that works to support a Digital Advertising Strategist on client accounts. This role requires an understanding of the core digital advertising platforms (Google, Facebook, Instagram, and LinkedIn) and how to set up, launch, and report on campaigns. This is a highly collaborative role that involves cross-team communication as well as frequent Digital Ad Team huddles to discuss strategy, optimizations, and key insights. Our Digital Advertising Specialists are not just executors, they have a strong desire to be involved in strategy, building reports, and presenting their strategic recommendations to the account team. This role is crucial to the success of our digital ad campaigns across the agency and our clients and requires an organized and detailed approach to ensure goals and priorities are met.

JOB DUTIES:

Paid Search & Display Ad Execution

- Launch Google Ads campaigns involving search and display ads for 10-20 client accounts
- Monitor ad campaigns and alert the Digital Ad Strategist when budget, goals, and/or performance aren't being met
- Create custom retargeting ad campaigns that leverage user data captured in HubSpot and other CRMs
- Pull data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Draft 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

Paid Social Media Advertising Execution

- Collaborate with account managers and special teams to get digital ad assets for a campaign
- Set up and launch paid social campaigns with review and approval from Digital Advertising Strategist
- Pull data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Draft reports and recommendations to clients regarding optimization/improvement of paid social ads
- Recommend optimizations and pivots to the Digital Advertising Strategist for implementation

Digital Advertising Support

- Assist with the experimentation of new platforms, reporting tools, or other systems that would improve the quality of digital advertising for client accounts
- Join a Digital Ad Strategist or Manager on a client call to gather feedback, respond with recommendations, and/or show clients the platform(s) and their data
- Help build annual reports for client accounts that are a culmination of all data from digital advertising efforts and how that showcases positive ROI

IDEAL SKILLS, QUALITIES & VALUES:

- Minimum 1-2 years of experience launching digital advertising campaigns
- Solid understanding of Google Ads and Google Analytics
- Comfortable launching campaigns on Facebook, LinkedIn, and Twitter ad platforms
- Familiar with SEO and best practices as it relates to digital advertising
- Excellent writing and communication skills
- Propensity for technology, creative thinking, and inbound marketing theory
- Positive attitude and enjoy solving problems
- Experience working with customers
- Experience with CRM platforms and pulling data to build reports
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

ADVANCEMENT OPPORTUNITIES:

Digital Advertising Manager, Senior Digital Advertising Manager

POSITION TYPE & BENEFITS:

Full-time salaried position

100% company-covered healthcare

Paid maternity/paternity leave

401k plan

CONTACT: Email resume, cover letter, writing samples and character references to **Shane Kehl**, VP of Marketing, at shane@directdevelopment.com