



Job Description:

Digital Designer

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. 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
Resources & Community*



Nonprofit Marketing



Enrollment Marketing



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.

Our Culture

"DD is a great place to work if you want a flexible environment where people support you but also expect you to grow."

- Client Success Manager

At DD, we foster an environment of flexibility and accountability. We want each individual to thrive, so we provide the resources, mentorship, and guidance they need while also allowing them to learn through doing real work that matters from day one. We care about personal and professional growth. We believe growth comes from pushing past your comfort zone, but we aren't anti-comfort. Comfort for DD team members comes from being surrounded by others who *treat you like family* (which happens to be one of our [core values](#)). While capturing our culture in a paragraph is seemingly impossible, if open communication, continuous improvement, and autonomy are three buzzwords that make you smile, we may have just what you're looking for. And because we *treasure transparency*, we welcome any questions you may have.

About the Digital Designer Position

We're looking for a skilled digital designer to help deliver quality creative to our clients, as well as help elevate our company brands and marketing initiatives. This person will collaborate with our Head of Design on design strategy at the onset of projects, coordinate with Client Success team members throughout the duration of projects, and work autonomously when needed to tackle the diverse set of deliverables s/he may be responsible for in any given campaign. Having a passion for education and/or nonprofit industries is an added bonus to ensure motivation and success in this role.

Job Responsibilities:

Graphic & Visual Design

- Conceptualize campaign strategies from the creative perspective
- Design mockups for websites and campaign-specific landing pages that include UX features
- Design long-form downloadable content (eBooks, reports, infographics, slide decks, etc.)
- Design landing pages, forms and social media content centered around inbound marketing campaigns
- Work within brand guidelines to create layouts that reinforce a brand's style or voice through its visual touchpoints
- Juggle multiple projects while effectively managing timelines and expectations

Teamwork & Collaboration

- Communicate effectively with Client Success team members throughout each project
- Collaborating with IT developers in aligning visual designs with website functionalities
- Stay up-to-date on design trends, sharing insights internally whenever and wherever possible

Ideal Skills & Attributes:

- Proficient in the Adobe CC suite (especially InDesign, Photoshop, and Illustrator)
- Familiarity with various design tools/platforms (e.g. XD, Sketch, Figma)
- Experience designing multiple types of media for various causes
- Solid understanding of website design, digital media, and content marketing
- Strong organization skills and attention to detail

Advancement Opportunities:

Design Manager, Senior Digital Designer, Creative Director (CD)

Position Type & Benefits:

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

Estimated Salary Range:

\$45,000-\$60,000 annually