

Job Description:

Marketing Associate



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



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.

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 Marketing Associate Position

The Marketing Associate role at DD is an entry-level position working on a wide variety of real-time marketing execution projects. Marketing Associates create content and manage marketing campaigns for nonprofit and education clients involving blog articles, landing pages, ebooks, infographics, social media, videos, digital ads, emails, and website optimization. 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 from our software platforms. Our Marketing Associates are part creative thinkers, part project managers, part content editors, and part technology innovators. 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 and edit long-form content (eBooks, reports, infographics, slide decks, video etc.)
- Create landing pages, forms and social media content using marketing software tools (HubSpot)
- Manage paid social media promotions on various social networks
- Manage and create digital advertising promotions involving Google search and display ads
- Draft, test and transmit various types of emails
- Help maintain content calendar and deadlines
- Communicate with senior DD team members about the status of content and project deadlines

Marketing Project Support

- Direct support to DD marketing consultants and account managers for a dedicated set of clients
- Collaboration with other team members to provide one-off support for various marketing campaigns
- Create and edit various marketing reports
- Proofread print and digital content for grammar and typographical errors
- Brainstorm strategies for digital media content (SEM and social media) related to inbound campaigns

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
 - Maintain active professional profiles on social networks under the DD brand (Twitter, LinkedIn, etc.)
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IDEAL SKILLS, QUALITIES, & VALUES:

- Excellent writing and communication skills
- Propensity for technology, creative thinking, and inbound marketing theory
- Basic understanding of website design, digital media, and content marketing
- Care about the causes/business goals of our clients
- Enjoy problem solving
- Strong organization skills and attention to detail
- Detail-oriented and ability to stay manage multiple tasks
- Positive attitude
- Desire to grow in learning and professional development

ADVANCEMENT OPPORTUNITIES:

Marketing Technologist, Client Success Manager, Senior Client Success Manager, Marketing Technology Manager, Account Strategist, Senior Account Strategist

POSITION TYPE & BENEFITS:

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