

Job Description:

Marketing Technologist



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 Marketing Technologist Position

The Marketing Technologist (MT) role at DD is a combination of marketing knowledge and HubSpot technical implementation. Marketing Technologists will be responsible for the buildout of HubSpot marketing assets such as emails, blog posts, landing pages, digital ads, website updates, and smart lists. This role is a highly collaborative one that works directly with Client Success Managers and requires great communication skills, a proactive spirit, and a passion for innovation. If you like digging into data, campaign brainstorming, and building something new, this is the role for you. The MT role at DD is an entry-level position performing a wide variety of marketing automation tasks using the HubSpot platform. MTs work with various types of digital content including blog posts, landing pages, ebooks, infographics, social media, videos, emails, and website CMS updates. This is a highly collaborative, team-player role that involves attention to detail to setup, test, and publish content that is created by our team of inbound content marketers. Our Marketing Technologists are logical problem solvers, with a knack for data and a desire to be technology innovators.

JOB DUTIES:

Marketing Software Specialist

- operate HubSpot marketing software platform for publishing and tracking of marketing content
- create landing pages, blog posts, emails, and social media content using HubSpot platform tools
- develop and update website pages from templates within the HubSpot COS platform
- create social media ads within HubSpot that promote content resources
- manage email testing, transmission, and deliverability for multiple email campaigns
- create communication workflows using data-driven business rules
- manage, import, and export data lists
- communicate with senior DD team members about status of tech work

Marketing Project Support

- support Client Success Manager(s) via technical buildout of marketing assets within HubSpot
- research information or solutions for specific projects
- create/edit reports
- execute data entry and/or data processing tasks for various DD projects

Data Analysis, Strategy, Management and Optimization

- analyze data and performance metrics of various marketing campaigns within Hubspot
- brainstorm, review and improve the business rules and logic for lists and workflows related to various projects
- optimize existing marketing tactics to increase efficiency and/or meet business objectives
- manage data integrations between platforms and improve quality of work produced by DD Team members

IDEAL SKILLS, QUALITIES, & VALUES:

- Good writing and communication skills
- Healthy understanding of website design and development
- Basic knowledge of HTML/CSS
- Experience with marketing automation/CMS platforms (experience with HubSpot required!)
- Proficient with Microsoft Excel and Google Docs (including Sheets)
- Enjoy problem solving
- Strong ability to use logic and data to develop solutions
- Propensity for technology, creative thinking, and inbound marketing theory
- Detail-oriented and ability to stay manage multiple tasks
- Positive attitude
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

ADVANCEMENT OPPORTUNITIES:

Marketing Technology Manager, Front End Developer, Client Success Manager, Web Development Manager

POSITION TYPE & BENEFITS:

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