

# Job Description:

## Web Developer



### 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.

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### About the Web Developer Position

DD seeks a Web Developer (WD) who can develop custom Themes, Templates, and Modules within HubSpot's CMS. This role's day-to-day responsibilities include working with our designers during wireframing to determine key functionality and branding elements, then bringing those designs to life in HubSpot. Projects include development of websites, landing page templates and blog templates, all on the HubSpot CMS. The Web Developer will also troubleshoot bugs, defects, rendering/responsiveness across devices and browsers, and general performance.

An ideal candidate would be a problem solver who develops robust, scalable, and extensible web solutions that are built for ease of use and versatility as opposed to just fixing the immediate problem. We want developers who make it easy for non-developers to make edits in HubSpot!

## **JOB DUTIES:**

### **HubSpot CMS Development**

- develop custom web assets in HubSpot, including Themes, Landing Page Template, Blog Template, & Modules
- troubleshoot web glitches and/or optimize templates for ease of use
- work with designers and project managers to design marketing-optimized web content, starting with wireframing, design, and through development
- provide ongoing communication to DD team members about status of dev work

### **Marketing Project Support**

- support Client Success Manager(s) via technical buildout of marketing assets within HubSpot
  - manage right-fit one-off web projects (may include some client management)
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## **IDEAL SKILLS, QUALITIES & VALUES:**

- High proficiency in the following coding languages:
    - HTML
    - CSS
    - HubL
  - Medium proficiency in JavaScript
  - Medium proficiency in HubDB
  - High proficiency in HubSpot platform
  - Ability to create custom Themes, Templates, and Modules within HubSpot CMS
  - Strong ability to use logic and data to develop sustainable, long-term solutions
  - Strong organization skills and attention to detail
  - Good communication and task management skills
  - Self-starter who exhibits initiative, drive, and dependability
  - Propensity for technology, creative thinking, and inbound marketing theory
  - Experience with any of the following are a plus:
    - HubSpot APIs & Custom Objects
    - Site architecture & wireframing
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## **ADVANCEMENT OPPORTUNITIES:**

Web Development Manager, Director of Web Development

## **POSITION TYPE, COMPENSATION & BENEFITS:**

Full-time salaried position, \$70-\$75,000 annual salary range, 100% company-covered healthcare, paid maternity/paternity leave, 401k plan, mobile data plan reimbursement