

# Job Description:

## Content Strategist



### 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.

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### About the Content Strategist Position

The Content Strategist role at DD involves researching, writing, and editing a wide variety of media for our nonprofit and education clients, as well as managing our internal and external team members working on content creation projects. These projects include crafting copy for blog posts, eBooks, landing pages, website copy, emails and newsletters, infographics, videos, and other content types. Our ideal Content Strategist will be able to take the creative vision for a marketing campaign, combine that with SEO research and data analysis from similar campaigns, and develop multiple deliverables that are in-line with the brand/toner standards for our clients. The goal of this position is to help improve the quality of each content piece measured by increased clicks, conversions, and SEO rankings.

## **JOB DUTIES:**

### **Content Creation**

- Create various types of content for marketing campaigns for multiple clients
- Write and edit blog posts
- Create long-form premium content (eBooks, reports, infographics, slide decks, etc.)
- Write compelling and creative ad copy for digital advertising campaigns (paid social + paid search/display)
- Research and interview thought leaders to mine raw content (interviews, internet research, news)
- Communicate with account managers about status of content and project deadlines
- Manage multiple content deliverables to ensure both timeliness and quality of production

### **Content Editing & Development**

- Edit various content pieces drafted by internal and external team members
- Ensure content deliverables meet the goals, tone, and strategic direction originally intended
- Develop creative ideas to move high-level concepts into specifically outlined content pieces
- Own & manage the editorial calendar for each client-account (in collaboration with account project managers)

### **Content Strategy & Analysis**

- Perform keyword research to ensure SEO optimization for all content pieces for a campaign and account
  - Understand the goals for each account/campaign and the role of content in achieving those goals
  - Craft a strategic content plan for an account and/or marketing campaign
  - Analyze performance data of content pieces and be able to provide strategic recommendations for improvements
  - Communicate with clients and internal teams to advise how best to adjust content plans for optimized results
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## **IDEAL SKILLS, QUALITIES, & VALUES:**

- Excellent professional writing and communication skills
  - Loves creative writing, and can come up with fresh ideas spontaneously
  - Propensity for technology, creative thinking, and inbound marketing theory (experience with HubSpot a plus!)
  - Positive attitude; doesn't get frazzled by multiple deadlines or large task lists
  - Doesn't cut
  - Care about the causes/business goals of our clients
  - Strong organization skills and attention to detail
  - Highly reliable and time-managed, with an honest self-knowledge of how to produce deep work
  - Has an eye for detail and visual layout, understanding how design affects content consumption
  - Strong understanding of SEO fundamentals (knowledge of SEMrush tools a plus!)
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## **IDEAL AVAILABILITY:**

Full-time, salaried position based on 40-hour work week. Estimated salary range of \$52k - \$67k depending on experience.

## **ADVANCEMENT OPPORTUNITIES:**

Content Manager, Senior Content Strategist, Account Strategist, Senior Account Strategist, Director of Content