

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.

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 Content Strategist Position

The Content Strategist role at DD is designed for a generalist who is as comfortable researching, writing, and editing as they are crafting channel strategy for the upcoming year. The Content Strategist is responsible for creating a wide variety of media for our nonprofit and education clients, including blog posts, eBooks, landing pages, website copy, emails and newsletters, infographics, videos, social and ad copy, and other content types. Our ideal Content Strategist looks at content holistically, keeping the user experience and design elements top of mind as they create. This person will be able to take the creative vision for a marketing campaign, combine that with SEO research and data analysis, and develop multiple deliverables that are in line with the brand/tone 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 & Editing

- Craft compelling, creative, and authoritative content for marketing campaigns for multiple clients
- Write and edit blog posts
- Create long-form premium content (eBooks, reports, video scripts, etc.)
- Write compelling and creative ad copy for digital advertising campaigns (paid social + paid search/display)
- Research a variety of niche topics and interview thought leaders to mine raw content
- Edit various content pieces drafted by internal and external team members
- Ensure content deliverables meet the goals, tone, and strategic direction of the campaign

Content Management

- Communicate with account managers about status of content and project deadlines
- Oversee multiple content deliverables to ensure both timeliness and quality of production
- Own & manage the editorial calendar for each client-account (in collaboration with account project managers)
- Build out and edit content within the HubSpot Marketing and CMS platform

Content Strategy & Analysis

- Perform keyword research to ensure SEO optimization for all content pieces for a campaign and account
 - Brainstorm campaigns & content plans that align with SEO & client goals
 - Develop creative ideas to move high-level concepts into specifically outlined content pieces
 - Understand the goals for each account/campaign and the role of content in achieving those goals
 - Audit channels to identify content opportunities or gaps
 - 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
 - A 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 corners
 - Cares about the causes/business goals of our clients
 - Strong organization skills and attention to detail
 - Highly reliable and time-managed, with honest self-knowledge of how to produce deep work
 - Has an eye for detail, visual layout, and UX best practices, understanding their effects on content consumption
 - Strong understanding of SEO fundamentals (knowledge of SEMrush tools a plus!)
 - BONUS: Experience using the HubSpot Marketing and CMS platform!
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IDEAL AVAILABILITY:

Full-time, salaried position based on a 40-hour workweek.

ADVANCEMENT OPPORTUNITIES:

Content Manager, Senior Content Strategist, Account Strategist, Senior Account Strategist, Head of Content Strategy