

Job Description

Director of Technology Operations

About Direct Development

DD is a full-service enrollment marketing agency specializing in higher education. We help schools do the impossible: enroll more students in the face of smaller budgets, fewer team members, and soaring ad costs. Put simply, we help Davids beat Goliaths.

Our approach to enrollment marketing is grounded in the inbound methodology. We provide our partners with right-fit students by drawing prospects toward their sites through valuable content, search optimization, and smart advertising. Where other agencies are overly reliant on paid tactics, we help our partners spend less with more sustainable strategies. Direct Development is also the *only* Platinum HubSpot Partner exclusively serving the education space. We think of ourselves as a teaching company; we want our partners to think as we think, understand our strategies, be able to implement them, and then choose to work with us anyway. To us, that's what a real partnership should feel like.

We have a sister agency, Novus, that works exclusively in the non-profit sector. Our team is comprised of mission-driven people from all across the country.

What We Do Incredibly Well

Our team has decades of experience working on the institution-side, in addition to our expertise in content marketing, search engine optimization, digital advertising, brand and creative strategy, and HubSpot onboarding, support, and web development. Our sustainable marketing strategies help our clients spend less and enroll more. It might sound impossible, but that's exactly where we do our best work.

We're Building a Team That is Fixated on These Core Tenets

Treat People Like Family

The foundation of great success is great relationships. We're in the business of partnership, not lip service; this is family

Be Ridiculously Helpful

We help our clients and each other solve big problems. We take seriously the solutions and help offered - we don't settle

Challenge Conventional Thinking

Innovation requires challenging the so-called best practices. We think outside the box in order to stay ahead of the curve

Treasure Transparency

We prioritize transparent conversations in everything we do; with clients and teammates alike, we're radically honest and handle ourselves with kindness and candor

Adapt & Improve

Our team thrives on making improvements that are informed by data and we're committed to prioritizing value over vanity

Make It Fridge-Worthy

We're known for well-thought-out strategies that produce exceptional content and remarkable results — we strive to produce work akin to the one-of-a-kind art projects your parents taped to the fridge with great pride

About the Director of Technology Operations Role

The Director of Technology Operations (DTO) is a senior people leader responsible for building, developing, and directing a high-performing Tech Team. This role is first and foremost a leadership position — one that prioritizes growing the capabilities, confidence, and culture of the team above all else. The DTO ensures that DD's technical work is delivered with excellence, not by doing it all themselves, but by developing team members who can.

The Tech Team spans four specialized practice areas: HubSpot Mar-Tech Retainer Work, HubSpot Support & Onboarding Projects, Website Development, and Product Development & Support. The DTO sets the strategic direction across all four areas, removes obstacles, establishes standards, and coaches team members toward growing independence and mastery.

Roughly 50% of this role is dedicated to team leadership, people development, and operational oversight. The remaining 50% involves direct billable work — including select account management, ownership of DD Sync, and company reporting. The right candidate is someone who leads from the front but resists the pull to do the work for others; instead, they invest in people and create the conditions for the team to thrive.

Role Responsibilities:

Team Leadership & People Development

- **Set the Leadership Tone:** Model what great leadership looks like — present, decisive, empathetic, and accountable. Create an environment where team members feel supported, challenged, and invested in. This is the most important function of the role.
- **Develop Team Members Toward Independence:** Take a hands-on coaching approach with each member of the Tech Team. Identify individual strengths and growth areas, set development goals, and actively work to close skill gaps — not just to improve performance, but to build each person's long-term career trajectory.
- **Lead Regular 1:1s and Team Rituals:** Conduct consistent, structured 1:1 meetings with direct reports. Use these as opportunities for feedback, encouragement, goal-setting, and course-correction. Champion team rituals that build cohesion and shared accountability.
- **Performance Management:** Set clear expectations, track progress, provide timely and transparent feedback; manage performance issues directly and constructively. Celebrate wins publicly; address challenges firmly but with care.
- **Build a Culture of Quality and Ownership:** Instill a team-wide standard for technical excellence and client-first thinking. Coach team members to take ownership of their work — including quality checking, proactive communication, and seeing work through to completion.

Strategic & Operational Oversight

- **Own the Tech Team's Strategic Direction:** Define and communicate a clear vision for how the Tech Team's capabilities should evolve over time. Anticipate where the market, technology, and client needs are heading, and prepare the team accordingly.
- **Manage Operational Efficiency:** Oversee team-wide SOPs, workflows, and delivery standards. Identify bottlenecks, redundancies, and process gaps. Work with the Internal Operations Team on capacity planning, budget, and utilization.
- **Cross-Team Collaboration:** Represent the Tech Team's needs and capabilities to other Team Leaders (Client Strategy, Client Ops, Content, & Digital). Ensure that technical workflows are well-integrated with the broader delivery system.
- **Quality Assurance Standards:** Establish and uphold clear quality benchmarks across all four practice areas. Rather than personally reviewing every deliverable, build team systems and peer review processes that make quality a team responsibility.
- **Technical Innovation & R&D Oversight:** Stay current on relevant tools, platforms, and best practices. Evaluate new technologies with discernment — championing what's worth adopting and filtering out what isn't.

Billable Work & Client-Facing Responsibilities (Maximum 50% of Time)

- **Select Account Management:** Serve as the account lead for up to 2 retained client accounts and up to 3 technical short-term projects (simultaneously), delivering both high client satisfaction and strong results.
- **Ownership of DD Sync:** Oversee the ongoing success of DD Sync – DD's proprietary integration product – including implementation planning and support, as well as ongoing sync health.
- **High-Level Client Relations:** Step in when client relationships require senior-level attention. Listen, assess, reset expectations, and build a path forward — particularly when the team has fallen short or a client relationship is at risk.
- **Lead & Support Major Internal Initiatives:** Serve as one of the go-to resources for special projects requiring technical depth, account management expertise, or institutional knowledge of DD's clients and brand.

Company Operations, Reporting & Analysis

- **Own Core Company Reports:** Maintain and deliver a recurring set of operational reports that inform leadership decision-making, including:
 - Profitability by client engagement (retainer & project)
 - Team capacity, utilization, and billable hours
 - Client hours budget tracking (monthly)
 - Freelance spend and budget communication
 - Key financial reports for retainer & project revenue
- **Advanced Reporting Support:** Partner with Account Team members and Team Leads to analyze team data and support key client-facing reports.

Ideal Skills & Attributes:

- A natural people developer — you genuinely enjoy investing in others and are fulfilled to see team members grow
- Leads through empowerment, not control — you resist the urge to be the hero and instead build heroes
- Expert-level knowledge of HubSpot tools and hubs across all major product lines
- Strong understanding of website design and development (front end and back end)
- Experience managing a technical team with diverse specializations
- Highly proficient in Microsoft Excel & Google Sheets
- Strong business sense that leads to sound, contextually-aware decisions
- Clear, professional communicator — both in writing and in conversation
- Detail-oriented and capable of managing multiple competing priorities without losing focus
- Comfortable with ambiguity; able to bring structure and clarity to complex situations
- Positive, solutions-oriented mindset; willing to engage with obstacles constructively
- Highly trustworthy, transparent, and receptive to feedback
- Genuine care for the success of our clients and our team — at the same time

Advancement Opportunities:

Senior Director of Technology Operations, VP of Tech Operations

Time & Benefits:

Full-time, salaried position, in a fully-remote working environment. Generous healthcare benefits plan, with paid maternity/paternity leave, 401k plan with 4% match