

Job Description

Digital Advertising Manager

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 Digital Advertising Manager Role

This role is a highly collaborative position at DD that combines four areas of prowess: digital advertising strategy + audience targeting + ad creation and buildout + continuous optimization and improvement. Digital Advertising Managers (DAM's) at DD work with our senior consultants, account/content strategists, editorial team, and project/client management teams to manage and implement the best digital advertising programs that align each client's inbound marketing strategy. This role involves managing paid social media, paid search, and paid display advertising, including ad retargeting campaigns that integrate with key marketing objectives. The best DAM's are highly adept at creating and adjusting digital campaigns that include dozens of ad groups with multiple ads within a single client account - and being able to do so across multiple client accounts each week. The overall goal of this role is to optimize ad spend, allocation of efforts, and continuously improve ROI in a way that generates quality leads according to the objectives and key results for each client's strategic marketing plan.

Role Responsibilities

Paid Search & Display Ad Strategy

- Manage Google Ads campaigns involving search and display ads for 10-25 client accounts
- Monitor ad campaigns and optimize regularly according to available budget, goals, and performance
- Develop custom retargeting ad campaigns that leverage user data captured in HubSpot and other CRMs
- Analyze data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Provide reports and recommendations to clients regarding optimization/improvement of digital ads
- Research each account's content assets and personas to ensure digital advertising strategy aligns with inbound marketing efforts
- Advise senior consultants and account managers on how to adjust tactics for optimum ROI of ad performance, media budget management, and seasonal factors

Paid Social Media Advertising Strategy

- Strategize specific digital advertising tactics involving paid social media for multiple client accounts according to available budget, goals, and industry research
- Collaborate/oversee account managers who are creating paid social ads to optimize campaigns according to goals
- Analyze data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Provide reports and recommendations to clients regarding optimization/improvement of paid social ads
- Advise senior consultants and account managers on how to adjust tactics for optimum ROI of ad performance, media budget management, and seasonal factors

Digital Ad Creation & Execution

- Develop various types of digital ads for use in social media, search engines (search and display), and other websites and digital advertising media
- Develop multiple audience profiles within each ad platform according to personas and appropriate journey stages
- Write and edit digital ad copy, optimized for each ad platform
- Build out and oversee the development of various types of paid social media promotions, including boosted posts, traffic ads, and lead ads
- Collaborate with Creative Team on the production of visual media to be used for digital advertising purposes
- Collaborate with Content Strategy Team on the development of messaging, tone, style, etc. for each account
- Manage and oversee all paid social media ads created by DD marketing associates and project managers

- Train and improve the work of DD team members to create and improve paid social media promotions
- Ensure digital ads are integrated within each marketing campaign and conform to each client's brand guidelines
- Provide final review of all digital ads to ensure quality control, consistency, optimization, and effectiveness

Ideal Skills & Attributes

- Minimum 4 years of marketing experience managing digital advertising campaigns and developing strategic digital advertising plans
- Highly proficient in Google Ads and Google Analytics
- Highly proficient in Facebook, LinkedIn, and Twitter ad platforms
- Experienced with SEMRush and understanding of SEO best practices
- Excellent writing and communication skills
- Prudent financial sense and resourceful with limited budgets
- Propensity for technology, creative thinking, and inbound marketing theory
- Positive attitude and enjoy solving problems
- Experience working with customers
- High level understanding of CRM platforms, marketing technology, and data integrations
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

Advancement Opportunities

Digital Advertising Strategist, Senior Digital Advertising Strategist

Position Type & Benefits

Full-time salaried position, nationwide healthcare with employer subsidized deductible, paid maternity/paternity leave, 401k plan with employer match, 15+ company holidays/year, fully remote work with in-person team gatherings throughout the year