

Job Description

Enrollment Solutions Representative

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 Enrollment Solutions Representative Role

We're seeking an Enrollment Solutions Representative (ESR) to support Direct Development's partnership development efforts within higher education. This role focuses on research, outreach, and early-stage conversations with colleges and universities to understand their enrollment goals, challenges, and priorities - and to determine where Direct Development may be a helpful partner.

The ESR works closely with the EVP of Enrollment Solutions and our marketing and strategy teams to help initiate meaningful, well-informed conversations that can lead to long-term institutional partnerships. This is a strong opportunity for someone interested in higher education, enrollment strategy, and relationship-building who wants to grow their career in business development in a mission-driven environment.

Role Responsibilities

Outreach & Relationship Building

- Research and identify colleges and universities that align with Direct Development's areas of focus (e.g., graduate education, online programs, faith-based institutions).
- Initiate thoughtful, personalized outreach via email, LinkedIn, phone, and events to introduce Direct Development and start conversations.
- Maintain consistent follow-up to support ongoing dialogue with prospective institutional partners.

Lead Review & Qualification

- Respond to and qualify inbound inquiries generated through content, events, and marketing efforts.
- Learn about prospective partners' enrollment challenges and priorities and assess alignment with DD's expertise.
- Schedule and coordinate introductory and discovery conversations with senior business development leaders.
- Review and help assess RFP opportunities for institutional fit and strategic alignment.

Collaboration & Coordination

- Work closely with marketing to provide feedback on messaging, content themes, and outreach approaches.
- Collaborate with business development leadership to prioritize outreach by institution type, program focus, and timing.
- Track outreach, conversations, and activity in HubSpot to support clear communication and reporting.

Market Awareness & Engagement

- Stay informed on trends in higher education enrollment, marketing, and student recruitment.
- Share insights from conversations with institutions to help inform DD's thinking and service offerings.
- Represent Direct Development through professional, thoughtful participation in conferences, webinars, LinkedIn, and industry networking (virtual and in person).

Ideal Skills & Attributes

- 1-3 years of experience in business development, enrollment, higher education administration, marketing, or related roles (agency or SaaS experience is helpful but not required).
- Strong written and verbal communication skills, with the ability to engage thoughtfully and professionally with higher education stakeholders.
- Comfort initiating outreach and managing multiple ongoing conversations.
- Highly organized, with attention to detail and follow-through.
- Experience using HubSpot or similar CRM platforms.
- Genuine interest in higher education and supporting institutional success.

Advancement Opportunities

Growth Manager, Solutions Manager, Senior Solutions Manager, Marketing Manager, Senior Client Success Manager

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