

## Job Description

# Lead Solutions Strategist

## 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 Lead Solutions Strategist Role

The Lead Solutions Strategist role is a full-time, mid-level role designed for someone who can operate across both execution and ownership within HubSpot implementations. The Lead Solutions Strategist will support a mix of retainer and project-based clients, contributing hands-on technical work (including building and strategically configuring within HubSpot) while also stepping into a lead role on more complex initiatives. This includes owning advanced onboarding engagements and implementation projects end-to-end – from discovery and solution design through build, QA, and launch. The role requires someone who is equally comfortable executing detailed technical work and guiding clients through strategic decisions, with a strong understanding of how systems, data, and processes come together to support marketing, admissions, or revenue operations.

## Role Responsibilities

### HubSpot Execution & Account Support

- Execute day-to-day technical work across retainer and project-based accounts within HubSpot
- Build and maintain assets, including emails, landing pages, workflows, lists, pipelines, and CMS pages
- Support campaign execution through accurate setup, QA, and deployment of marketing and operational assets
- Manage data imports/exports, list logic, and ongoing database hygiene to ensure system integrity
- Collaborate with internal team members to communicate progress, flag risks, and ensure timely delivery of work

### Technical Strategy & Implementation Leadership

- Lead advanced HubSpot onboarding and implementation projects from discovery through launch
- Design scalable system architectures, including object models, lifecycle stages, pipelines, and automation frameworks
- Translate client goals into technical solutions that align systems, data flow, and business processes
- Own end-to-end buildout of complex HubSpot environments, including custom objects, integrations, and enterprise configurations
- Conduct QA, testing, and validation to ensure solutions are accurate, scalable, and aligned with intended outcomes

### Data, Systems & Optimization

- Analyze performance data and system usage to identify opportunities for improvement across campaigns and processes
- Refine workflows, segmentation logic, and automation strategies to improve efficiency and outcomes
- Ensure data quality and consistency across systems, including managing and improving integrations between platforms
- Contribute to reporting frameworks that provide visibility into funnel performance and operational effectiveness

### Team Leadership & Support

- Provide guidance and support to Marketing Technologists and junior team members on technical execution and problem-solving
- Help review work to ensure quality, consistency, and adherence to best practices
- Collaborate on scoping, planning, and resourcing for technical projects and onboarding engagements
- Contribute to improving internal processes, documentation, and delivery standards across the Tech Team

### Professional Development & Innovation

- Stay current on HubSpot product updates, emerging tools, and industry best practices
- Identify opportunities to improve internal capabilities through new tools, processes, or approaches
- Share knowledge and insights with the team to elevate overall technical expertise
- Contribute to strengthening DD's technical point of view and approach to implementation

## Ideal Skills & Attributes

- 4+ years of hands-on experience working within HubSpot, including complex implementations and onboarding projects
- Advanced knowledge of HubSpot across Marketing Hub, Sales Hub, and Operations Hub; experience with CMS Hub and Enterprise-level features strongly preferred
- Proven ability to design and implement scalable CRM architectures, including object models, lifecycle stages, pipelines, and automation frameworks
- Experience leading technical onboarding or implementation projects from discovery through launch
- Strong understanding of data structure, data flow, and system integrations (experience working with APIs or integration tools is a plus)
- Ability to translate business goals into technical solutions across marketing, admissions, or revenue operations
- Strong problem-solving skills with a logical, systems-oriented mindset
- Iron-clad attention to detail with the ability to manage multiple projects and priorities simultaneously
- Excellent communication skills, with the ability to clearly explain technical concepts to non-technical stakeholders
- Comfortable operating both independently and collaboratively in a fast-paced, client-facing environment
- Experience reviewing and providing feedback on technical work to ensure quality and consistency
- Familiarity with HTML/CSS and general web development concepts
- Proficiency with core tools, including Google Workspace, Microsoft Office, and team collaboration tools (e.g., Slack)
- Proactive, resourceful, and solutions-oriented approach to challenges
- Strong sense of ownership and accountability over work and client outcomes
- Curiosity and desire to continuously learn, improve, and stay ahead of industry and platform changes

## Advancement Opportunities

Senior Solutions Strategist, Senior Marketing Tech Manager, Director of Marketing Technology, Head of Technical Strategy

## 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