

Job Description

Marketing Technology 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 Marketing Technology Strategist Role

The Marketing Technology Strategist role at DD is a mid-level position performing a wide variety of marketing automation, website building, and CRM implementation tasks using HubSpot. Marketing Technology Strategists work with various internal teams to carry out technical HubSpot tasks and they could also be asked to lead and project manage certain project work or tech-heavy client retainers. In this individual contributor role, Lead HubSpot Technologists provide advanced HubSpot implementation, troubleshooting, and asset creation support while supporting/developing Marketing Technologists teammates. This role is a full-time position and is a gateway to more senior roles within the Tech team.

Role Responsibilities

Marketing Software Specialist

- Assist with onboarding new clients onto the HubSpot platform
- Operate HubSpot marketing software platform for publishing and tracking of marketing campaigns and content
- Create landing pages, blog posts, emails, and social media content using HubSpot platform tools
- Create and update website pages from templates within the HubSpot CMS platform
- Build, test, and deploy emails for multiple email campaigns
- Create communication and operations-based workflows using data-driven business rules
- Manage importing and exporting data lists or other related data flow
- Communicate with senior DD team members about status of tech work

Data Analysis, Strategy, Management and Optimization

- Analyze data and performance metrics of various marketing campaigns within Hubspot
- Brainstorm, review and improve the business rules and logic for lists and workflows related to various projects
- Optimize existing marketing tactics to increase efficiency and/or meet business objectives
- Manage data integrations between platforms and improve quality of work produced by DD Team members

Technical Strategy, Buildout, and Optimization

- Lead new client HubSpot onboarding efforts, including custom CRM implementations with custom objects, Enterprise-level HubSpot instances, and multi-tenant HubSpot instances.
- High-level execution of HubSpot landing pages, blogs, lists, workflows, deals pipeline, HubDB tables, and chatflows, along with the ability to create templates for pages, emails, and blogs
- Analyze data and performance metrics of various marketing campaigns within HubSpot
- Brainstorm, review, and improve the business rules and logic for lists and workflows related to various projects
- Optimize existing marketing tactics to increase efficiency and/or meet business objectives
- Manage data integrations between platforms and improve quality of work produced by DD Team members

Management/Support of Marketing Technologists

- Lead onboarding efforts for Marketing Technologists and other new DD team members
- Help to manage/support/develop the DD team of Marketing Technologists
- Oversee and coordinate the management & execution of account-based tech projects
- Meet with Tech Team weekly to assess progress on key deliverables and forecast future workloads
- Support and lead MTs to solve technical problems and provide efficient solutions

Professional Development & Brand-building

- Research innovative marketing technologies and methods
- Educate the DD Team on innovations in technology, tools, and HubSpot product BETAs that matter for our work
- Read and share relevant content from professional blogs
- Maintain active professional profiles on social networks under the DD brand (Twitter, LinkedIn, etc.)

Ideal Skills & Attributes

- 3+ years of experience within HubSpot
- Advanced knowledge of HubSpot's Sales Hub, Marketing Hub
- Proficient knowledge of HubSpot's Operations Hub & CMS Hub
- Exemplary communication skills
- Healthy understanding of website design and development
- Basic knowledge of HTML/CSS
- Experience with marketing automation and CMS platforms (experience with HubSpot Marketing Hub required)
- Proficiency with Microsoft Office (Outlook, Excel, Word, Powerpoint), Google Docs (docs, sheets, presentations), and Slack
- Enjoy problem solving
- Strong ability to use logic and data to develop solutions
- Propensity for technology, creative thinking, and inbound marketing theory
- Detail-oriented and ability to stay manage multiple tasks
- Positive attitude
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

Advancement Opportunities

Senior Marketing Technology Strategist, Marketing Technology Manager, Web Developer, Web Operations Manager, Head of Marketing Technology

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