

Job Description

Digital Advertising 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 Digital Advertising Strategist Role

The Digital Advertising Strategist at DD is a mid-level role responsible for leading paid media strategy and execution across a portfolio of key client accounts. This person owns performance from planning through reporting, while also serving as an internal resource for digital advertising insight across the agency.

Our clients are primarily higher education institutions and nonprofits, so this role requires a deep understanding of how paid media supports enrollment, fundraising, and mission-driven growth. The Strategist is fluent in core ad platforms: understands their nuances and limitations, and knows how to adapt when constraints arise.

Many of our engagements operate under tight budgets. “Outsmart rather than outspend” is not a slogan here - it is how we work. That means this role demands strong attention to detail, comfort making real-time adjustments, and a clear understanding of ROI in complex decision environments where outcomes like applications, deposits, or donations matter more than surface-level metrics.

Beyond campaign management, the Digital Advertising Strategist is expected to:

- Develop clear, actionable reports that translate performance into insight
- Provide strategic recommendations grounded in data and client goals
- Build and manage annual media plans across multiple accounts
- Partner closely with account managers to ensure paid media aligns with broader enrollment or fundraising priorities

This is a role for someone who can think strategically, execute precisely, and communicate clearly - internally and with clients.

Role Responsibilities

Paid Search & Display Ad Strategy

- Oversee Google Ads campaigns involving search and display ads for 15-30 client accounts
- Lead ad campaigns and optimization strategy according to available budget, goals, and performance
- Strategize 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 audiences to ensure the 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 with the account team who are creating paid social ad copy and graphics 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 Management

- Oversee and provide a strategy as a Digital Advertising Strategist who can:

- Develop various types of digital ads for use in social media, search engines, and other digital advertising media
- Develop multiple audience profiles within each ad platform according to personas and campaign goals
- Build out various types of paid social media promotions, including boosted posts, traffic ads, and lead ads
- Collaborate with the Design Team on the production of visual media to be used for digital advertising purposes
- Collaborate with the Content Strategy Team on the development of messaging, tone, style, etc.
- Collaborate with the Tech Team on the creation and management of custom ads reporting for each account
- Ensure digital ads are integrated within each marketing campaign and conform to each client's brand guidelines and likes/dislikes
- Provide a final review of all digital ads to ensure quality control, consistency, optimization, and effectiveness
- Recommend strategic pivots that exist outside of just a campaign, audience, or ad set
- Streamline processes and efficiencies of work between the Digital Ads Team and all other involved teams

Ideal Skills & Attributes

- Minimum 6 years of marketing experience managing digital advertising campaigns, developing strategic digital advertising plans, reporting on data and insights, and consulting with internal and external stakeholders
- Extremely proficient in Google Ads, Google Tag Manager, and Google Analytics 4
- Extremely proficient in Meta, LinkedIn, and other paid social ad platforms
- Ability to lead and train other team members within the Digital Ads Team
- Excellent writing, presenting, and communication skills
- Ability to maximize the most value from a variety of advertising budgets
- Propensity for technology, creative thinking, and inbound marketing methodology
- Positive attitude and solutions-oriented mentality
- Experience working with clients
- 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

Senior Digital Advertising Strategist, Head of Digital Advertising

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