

Job Description

Digital Designer

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 Designer Role

The Digital Designer is a production-focused role on our Digital team. This role is built for an early-career designer who wants to learn how design drives results, not just how it looks. Your focus is volume and quality: the digital ad creative and supporting assets that turn attention into inquiries, applications, and enrollments.

You will produce ad creative across paid channels, working from established brand systems, templates, and art direction from senior designers. The work moves fast. Campaigns need variations, resizes, and refreshes on a regular cadence, and you will be the person who keeps that pipeline full and consistent. Over time, you will learn how performance data shapes creative decisions and take on more responsibility for landing pages and conversion-focused work.

If you are organized, quick, care about craft, and want to grow into a designer who can read a performance report and know what to change next, this role is for you.

Role Responsibilities

Digital Ad Creative Production

- Produce ad creative across paid channels (Meta, Google, LinkedIn, etc.) at the volume and pace campaigns require
- Build variations, resizes, and refreshes from approved concepts and brand templates
- Work from campaign briefs and art direction to deliver assets that are on-brand, on-spec, and on time
- Maintain and extend templated creative systems so the team can produce quality work quickly and consistently
- Keep files, assets, and naming organized so the Digital team and ad builders can move without friction

Landing Page & Conversion Support

- Support landing page design and updates, working within existing page systems and CMS templates
- Assist with A/B test variations: swap the element, build the version, hand it off clean
- Learn conversion rate optimization fundamentals and begin applying them to your own work
- Coordinate with the development team on handoff and implementation details

Design Craft & Brand

- Uphold brand standards and visual quality across all digital creative
- Work within client brand guidelines to keep look and voice consistent across touchpoints
- Design within UX best practices and WCAG AA accessibility guidelines
- Take feedback well, apply it quickly, and build it into how you work in the future

Teamwork & Collaboration

- Collaborate with senior designers, the digital advertising team, and client success to keep work moving
- Communicate status, blockers, and timing clearly so nothing stalls in your queue
- Manage multiple tasks and priorities while meeting deadlines and quality
- Stay curious about digital design, ad, and CRO trends and bring what you learn to the team

Ideal Skills & Attributes

- A portfolio that shows digital design work: ads, social graphics, web or landing page assets, or similar
- Proficiency in Figma and Adobe Creative Suite
- Fast, accurate production skills and strong attention to detail
- Comfort working from templates and brand systems rather than starting every piece from scratch
- Organized and reliable across competing priorities and tight turnarounds
- Interest in how design performs, not just how it looks, and a willingness to be measured on it
- Familiarity with digital advertising platforms and ad specs is a plus
- Exposure to HubSpot, landing pages, or basic front-end concepts is a plus
- Openness to feedback and a desire to grow into more strategic design work

Advancement Opportunities

Senior Digital Designer, Digital Design 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

Estimated Salary Range

\$50,000 - \$65,000

