

## Job Description

# Project Coordinator

## 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 Project Coordinator Role

As a Project Coordinator at Direct Development, you are the operational engine behind one of our client success pods. Working in a tight partnership with an Account Manager (often called the AM/PM model), you will play a critical role in project management across our nonprofit and higher education marketing partners. While the Account Manager leads the high-level strategy and client relationship, you serve as the **"anchor" for the internal team**—transforming the agreed-upon strategies into actionable project plans and ensuring every deliverable moves from concept to completion without a hitch.

You are the person who knows exactly where every project and campaign stands. You'll be the **primary steward of our project management software** and the central hub of communication, ensuring our creative and technical teams have exactly what they need to succeed. Acting as a key liaison between these teams and account leadership, you'll foster collaboration and guide project timelines to completion, ensuring every milestone stays on track to meet client goals.

If you are someone who **finds joy in the art of project management and fulfillment in the details**, this high-impact role is for you. We are looking for a disciplined, high-potential giant slayer to master the 'how' of our agency lifecycle. If you are great with deadlines and thrive in a fast-paced environment, please read on!

## Role Responsibilities

### Project Management & Execution:

- Maintain and track comprehensive timelines across multiple client projects to ensure no milestone is missed
- Work closely with the internal team to ensure all deliverables meet project specifications and are ready for client review on schedule
- Organize and maintain project folders and documentation to facilitate seamless communication and asset retrieval across teams
- Partner with the Account Manager to facilitate the flow of information and assets between client leads and internal teams to ensure projects are executed effectively

### Timeline & Budget Management

- Develop and manage detailed project timelines while meeting deadlines and flagging resource needs to leadership
- Assist in tracking project hours and expenses to help the pod stay within agreed-upon scope and maintain project health

### Team Collaboration & Resource Allocation

- Coordinate with internal teams to monitor bandwidth and proactively flag potential bottlenecks or resource gaps to the Account Manager
- Manage day-to-day task assignments and provide regular updates on team capacity to ensure a balanced workload
- Ensure smooth communication across teams and efficient use of resources, including freelancers when necessary
- Ensure all deliverables are implemented on time and stay within the established project budget

### Process Improvement & SOP Development

- Maintain project documentation and ensure team adherence to established standard operating procedures (SOPs)
- Identify opportunities to streamline project processes and implement tactical improvements to optimize execution
- Support the adoption of operational workflows to ensure a consistent and high-quality delivery experience for every client

## Ideal Skills & Attributes

- 2–3 years of project coordination or management experience preferred
- Agency experience highly preferred
- Excellent written and verbal communication skills
- Experience guiding projects from concept to completion with internal teams
- Strong attention to detail and organization across competing priorities
- Experience following and improving workflows to drive team efficiency
- Desire to grow professionally through mentorship in the DD way
- Familiarity with inbound, content, and digital marketing best practices
- Ability to monitor budgets and timelines for efficiency and profitability
- Proficiency in Teamwork (preferred), Asana, Trello, Monday or similar project management platforms
- Proactive approach to solving challenges before they impact the timeline
- Ability to manage multiple moving parts without losing sight of fine details

## Advancement Opportunities

Marketing Project Manager, Senior Marketing Project Manager, Client Success Manager, Marketing Operations Manager, Director of Project Management

## 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