

Job Description

Senior Client Success Manager

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 a data-driven strategy that balances paid + organic tactics sustainably. We help schools find right-fit students by attracting prospects through valuable content, search optimization, and smart digital advertising. Direct Development is also the *only* Platinum HubSpot Partner exclusively serving the education space. We think of ourselves as the better alternative to sales-focused vendors who are addicted to vanity metrics; we empower our clients to make smarter marketing decisions based on real data that tracks results to bottom-funnel value. We want to be the partners that help them succeed where other vendors have failed, and to be the trusted advisors they can't live without.

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 Senior Client Success Manager Role

The Senior Client Success Manager (SrCSM) role at DD is a mid-level position that involves managing a set of 5-7 accounts and executing sophisticated, multi-tactic marketing campaigns throughout the year. Each marketing campaign involves the creation and coordination of multiple deliverables in order to execute various marketing tactics successfully. SrCSMs at DD are highly capable at managing complex client relationships and have demonstrated mastery of a wide variety of digital marketing tactics and strategies, including both paid and organic channels. They own the client account relationship and oversee the efficient production of premium content, blogs, landing pages, social media promotions, digital ads, videos, emails, and SEO/AI improvements — with most of our clients also using HubSpot's state-of-the-art marketing automation software platform.

This is a highly collaborative, team-player role that involves high-level attention to detail to track dozens of marketing metrics to improve the effectiveness of our marketing campaigns using data. The SrCSM role is to be the lead project manager, part strategist/creative thinker, part content editor, and part technology innovator. This is a full-time role that is a gateway to more advanced roles and professional development pathways within the company.

Role Responsibilities

Digital Campaign Management & Implementation

- Manage the production of various types of content for marketing campaigns for a high-volume client load
- Create campaign briefs that detail the strategy, targets, audiences, tactics, channels, and timeline of deliverables
- Review, edit, and/or manage long-form, premium content (eBooks, reports, infographics, pillar pages, etc.)
- Create/review landing pages, forms, and social media content using marketing software tools (HubSpot)
- Manage and coordinate paid advertising campaigns across a variety of paid media channels, in close collaboration with the Digital Ads Team, responsible for client ad budgets ranging from \$50k - \$5M annually
- Draft, test and transmit various types of emails, including one-off emails as well as advanced email workflows
- Coordinate content calendars and deadlines in collaboration with the Content Team
- Collaborate with Design Team to ensure all digital campaigns are fully aligned with the client's brand identity
- Proofread print and digital content for strategy alignment and grammar and typographical errors
- Coordinate all buildout and tracking with Tech Team to ensure successful implementation of all campaigns/assets
- Architect and maintain dynamic lists and workflows for the execution of sophisticated marketing tactics

Client & Project Management

- Manage all campaigns as part of a larger account-level marketing strategy
- Be the primary point of contact for clients, independently managing day-to-day deliverables and relationship health
- Coordinate deadlines within DD special teams (Content, Design, Digital Ads, and Tech) for all campaigns
- Communicate with senior consultants about project deadlines and high-level account status, operating with increased autonomy
- Ensure client accounts are operating efficiently and within scope
- Capable of managing the client relationship in a way that achieves high levels of client happiness and marketing success, without compromising quality along the way
- Highly capable of leading project management meetings and presenting campaign strategy briefs

Marketing Analysis & Support

- Report to senior consultants on client relationships and marketing performance, while providing proactive solutions to campaign challenges
- Research information or solutions to specific projects, campaigns, or client needs
- Create/edit monthly, quarterly, and annual reports using marketing software tools
- Brainstorm and present strategies for improved marketing tactics based on data and performance of campaigns

Ideal Skills & Attributes

- Minimum 2 years of marketing experience coordinating multiple types of marketing campaigns for departments and/or client accounts
- 1-2 years experience working in the nonprofit and/or higher education industries preferred
- Ability to manage a high-volume client load while providing quick, reliable customer service
- Excellent teamwork capability with the ability to switch between multiple campaigns/projects daily
- Excellent writing and communication skills
- Propensity for technology, creative thinking, and inbound marketing theory
- Intermediate understanding of website design, digital media, and content marketing
- Advanced ability to operate and navigate marketing automation and CRM software tools (especially HubSpot)
- Proficiency with Microsoft Office (Outlook, Excel), Google Docs (docs, sheets, presentations), and Slack
- Highly capable prompting AI tools to efficiently produce high-quality work
- Care about the causes/business goals of our clients
- Enjoy problem solving
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

Advancement Opportunities

Account Strategist, Senior Account Strategist, Content Manager, Content Strategist, Senior Content Strategist, Director of Enrollment Marketing, Director of Client Success

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