



Job Description

Digital Advertising Specialist

About Direct Development

At DD, we're a marketing technology agency unlike many others in the DC area. For starters, we serve the nonprofit and education industries, and we build long-lasting relationships with our client-partners, to the point where they become like family. Our mission is to "Help Davids beat Goliaths" by developing client-tailored marketing game plans that outperform rather than outspend. We're known for being highly collaborative, fast-paced, innovative, and creative. We live at the intersection of technology and marketing, with a strong emphasis on data-driven strategies and tactics. We love developing creative, powerful content stories and using the inbound marketing methodology as the engine that drives our initiatives.

DD operates under a family of brands that are all centered around one mission — **to help the Davids of this world beat their Goliaths**. This is our approach, and it infuses every product, service, and resource we create. DD is one team that currently operates these four uniquely separate brand divisions:



What We Do Incredibly Well

At the highest level, we empower people in the education and nonprofit world to break through barriers and make smarter decisions about marketing, communications, and storytelling.

What We Believe

There are too many choices available, and more channels is not always better. Quality is more important than quantity. Making smart choices requires education, data, and experimentation. You don't have to outspend in order to outperform. Overcoming your biggest challenges requires letting go of control and letting others help you think outside the box. Technology is your weapon, but how you wield it determines success or failure. Perfection is the enemy of progress, but great work is always worth the extra time. Content matters...context matters even more. Force does not equal friction (and friction is the enemy). There's no such thing as a stealth applicant. Omni-channel is the biggest scam of the century. Strategy before tactics. You can't know what to do if you don't know where you are. Begin with the end in mind.

About the Digital Advertising Specialist Role

This role is a highly collaborative position at DD that combines four areas of prowess: digital advertising strategy + audience targeting + ad creation and buildout + continuous optimization and improvement. Digital Advertising Specialists at DD work with our Digital Advertising Manager and senior consultants, project managers, and editorial teams to manage and implement the best digital advertising campaigns that align each client's inbound marketing strategy. This role involves managing paid social media, paid search, and paid display advertising, including ad retargeting campaigns that integrate with key marketing objectives. The best DAS's are highly adept at creating and adjusting digital campaigns that include dozens of ad groups with multiple ads within a single client account - and being able to do so across multiple client accounts each week. The overall goal of this role is to optimize ad spend, allocation of efforts, and continuously improve ROI in a way that generates quality leads according to the objectives and key results for each client's strategic marketing plan.

Role Responsibilities

Digital Advertising Strategy

- Strategize specific digital advertising tactics involving paid social media and/or paid search engine marketing for multiple client accounts according to the available budget, goals, and industry research
- Provide recommendations to clients and internal account team regarding execution of digital ad game plan
- Research each account's content assets and personas to ensure 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

Digital Ad Creation and Optimization

- Develop various types of digital ads for use in social media, search engines (search and display), and other websites and digital advertising media
- Develop multiple audience profiles within each ad platform according to personas and appropriate journey stages
- Write and edit digital ad copy, optimized for each ad platform
- Build out various types of paid social media promotions, including boosted posts, traffic ads, and lead ads
- Collaborate with creative team on the production of visual media to be used for digital advertising purposes
- Ensure digital ads are integrated within each marketing campaign and conform to each client's brand guidelines
- Direct support to Digital Advertising Manager in the production of digital ad campaigns

Data Analysis & Reporting

- Analyze data and performance metrics of each digital ad campaign using Hubspot and digital ad platforms
- Collaborate with account management and technical teams to ensure data integration between marketing software tools, platforms, and reporting systems
- Create clear reports that provide critical insights into the metrics that matter for digital advertising

Ideal Skills, Qualities, & Values

- Minimum 2 years of marketing experience managing digital advertising campaigns
- Highly proficient in Google Ads and Google Analytics
- Highly proficient in Facebook, LinkedIn, and Twitter Ads platforms
- Excellent writing and communication skills
- Prudent financial sense and resourceful with limited budgets
- Propensity for technology, creative thinking, and inbound marketing theory
- Positive attitude and enjoy solving problems
- Experience working with customers
- High level understanding of CRM platforms, marketing technology, and data integrations (especially HubSpot)
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

Advancement Opportunities

Digital Advertising Manager, Digital Advertising Strategist, Senior Marketing Associate, Inbound Marketing Manager, Inbound Marketing Consultant

Position Type & Benefits

Part-time or full-time position (depending on experience and qualifications), Nationwide healthcare with fully paid deductible, paid maternity/paternity leave, 401k plan, 14+ company holidays/year, remote work with in-person team gatherings throughout the year