



## Job Description

# Marketing Associate

## 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. 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 and 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's infused into every product, service, and resource we create. DD is one team that currently operates these four uniquely separate brand divisions:



Education Marketing



Nonprofit Marketing



Video Production

## 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. Our clients stick with us year after year, and say things like this about our team:

**"Just sending some praise for your team...they are all a pleasure to work with! I'm reviewing our yearly report and Kroc had a lot of wins this year that we couldn't have achieved without you all...Thanks as always for being insanely helpful and making us look good. Looking forward to another year of partnership!"**

*- Kevin Dobyms, Director of Marketing and Communications, Joan B. Kroc School of Peace Studies*

## Our Culture

**"DD is a great place to work if you want a flexible environment where people support you but also expect you to grow."**

*- Client Success Manager*

At DD, we foster an environment of flexibility and accountability. We want each individual to thrive, so we provide the resources, mentorship, and guidance they need while also allowing them to learn through doing real work that matters from day one. We care about personal and professional growth. We believe growth comes from pushing past your comfort zone, but we aren't anti-comfort. Comfort for DD team members comes from being surrounded by others who *treat you like family* (which happens to be one of our [core values](#)). While capturing our culture in a paragraph is seemingly impossible, if open communication, continuous improvement, and autonomy are three buzzwords that make you smile, we may have just what you're looking for. And because we *treasure transparency*, we welcome any questions you may have.

## About the Marketing Associate Role

The Marketing Associate role at DD is an entry-level position working on a wide variety of real-time marketing execution projects. Marketing Associates manage marketing campaigns for nonprofit and education clients involving blog articles, landing pages, ebooks, infographics, social media, videos, digital ads, emails, and website optimization. This is a highly collaborative, team-player role that involves attention to detail to track dozens of marketing metrics to improve the effectiveness of our inbound marketing campaigns using data from our software platforms. Our Marketing Associates are part project managers, part creative thinkers, part content editors, and part technology innovators. This role can be heavy part-time to full-time, depending on skill level and experience, and often serves as a gateway to more advanced roles within the DD Team.

### Role Responsibilities

#### Marketing Support & Project Management (45%)

- Direct support to DD account managers and strategists for a dedicated set of clients
- Manage deliverables in a project management system with propensity for efficient process & procedure.
- Collaboration with other team members to provide one-off support for various marketing campaigns
- Create and edit various marketing reports
- Proofread print and digital content for grammar and typographical errors
- Brainstorm strategies for digital media content (SEM and social media) related to inbound campaigns
- Draft, test and transmit various types of emails
- Help maintain calendars and deadlines
- Communicate with team members about project status & deadlines while building trusting relationships

#### Campaign & Client Management (45%)

- Craft campaign briefs of various marketing types for multiple clients
- Assist with the coordination of inbound marketing game plans & deliverables for multiple clients
- Provide feedback for adapting + improving campaign tactics in order to meet objectives & achieve goals
- Move forward campaigns and deliverables in a timely manner per contract timelines
- Analyze data and performance metrics of various marketing campaigns within Hubspot
- Build and present detailed reports on the performance of all marketing tactics
- Encourage cross-team collaboration among team members who are assigned to your portfolio of clients

#### Professional Development & Brand-Building (10%)

- Research innovative methods and ideas for inbound marketing trends
- Read and share relevant content from professional development resources
- Write about successful inbound marketing topics for DD marketing blogs
- Maintain active professional profiles on social networks under the DD brand (e.g. LinkedIn, etc.)

### Ideal Skills & Attributes

- Excellent writing and communication skills
- Strong organization skills and attention to detail

- Detail-oriented and ability to stay manage multiple tasks
- Propensity for technology, creative thinking, and inbound marketing theory
- Basic understanding of website design, digital media, and content marketing
- Possesses a positive attitude with a genuine care for the cause and the business goals of our clients
- Enjoy problem solving
- Desire to grow in learning and professional development

## **Advancement Opportunities**

Client Success Manager, Senior Client Success Manager, Marketing Technologist, Content Strategist, Digital Ads Specialist

## **Position Type & Benefits**

Full-time salaried position, premium healthcare, paid maternity/paternity leave, 401k plan, 14+ company holidays/year, remote work with in-person team gatherings throughout the year

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## **This position is for you if..**

- You like marketing in general and want to grow in a wide variety of marketing skills
- You like people and are comfortable taking initiative in communicating with others
- You are hungry to learn, humble enough to ask for help, and enjoy throwing mud on the wall
- You like variety and moving between multiple different types of deliverables