



Job Description

Marketing Technologist

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 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.

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 Technologist Role

The Marketing Technologist (MT) role at DD is a builder + problem solver role that is best suited for someone who has a solid combination of HubSpot technical implementation skills and inbound marketing fundamentals. Marketing Technologists are responsible for the buildout of HubSpot marketing assets such as emails, blog posts, landing pages, workflows, social posts, website updates, smart lists. This role is a highly-collaborative, team-player role that involves attention to detail to setup, test, and publish content that is created by our team of inbound content marketers. If you like digging into data and building something new, this is the role for you. The MT role at DD is an entry-to-mid-level position performing a wide variety of marketing automation tasks using the HubSpot platform. Our Marketing Technologists are logical problem solvers, with a knack for data and a desire to be marketing technology innovators.

Role Responsibilities

Marketing Software Specialist

- Assist with onboarding new clients onto the HubSpot platform
- Operate HubSpot marketing software platform for publishing and tracking of marketing campaigns and content
- Create landing pages, blog posts, emails, and social media content using HubSpot platform tools
- Create and update website pages from templates within the HubSpot CMS platform
- Build, test, and deploy emails for multiple email campaigns
- Create communication and operations-based workflows using data-driven business rules
- Manage importing and exporting data lists or other related data flow
- Communicate with senior DD team members about status of tech work

Marketing Project Support

- Support Client Success Manager(s) via technical buildout of marketing assets within HubSpot
- Research information or solutions for specific projects
- Create/edit reports and dashboards
- Execute data entry and/or data processing tasks for various clients and/or DD projects

Data Analysis, Strategy, Management and Optimization

- Analyze data and performance metrics of various marketing campaigns within Hubspot
- Brainstorm, review and improve the business rules and logic for lists and workflows related to various projects
- Optimize existing marketing tactics to increase efficiency and/or meet business objectives
- Manage data integrations between platforms and improve quality of work produced by DD Team members

Ideal Skills & Attributes

- Exemplary communication skills
- Strong understanding of HubSpot's Marketing Hub
- Healthy understanding of website design and development
- Basic knowledge of HTML/CSS
- Experience with marketing automation and CMS platforms (experience with HubSpot Marketing Hub required)
- Proficiency with Microsoft Office (Outlook, Excel, Word, Powerpoint), Google Docs (docs, sheets, presentations), and Slack
- Enjoy problem solving
- Strong ability to use logic and data to develop solutions
- Propensity for technology, creative thinking, and inbound marketing theory
- Detail-oriented and ability to stay manage multiple tasks
- Positive attitude
- Strong organization skills and attention to detail
- Desire to grow in learning and professional development

Advancement Opportunities

Senior Marketing Technologist, Marketing Technology Manager, Client Success Manager, Senior Client Success Manager, Front End Developer, Account Strategist, Web Development Manager

Position Type & Benefits

Full-time salaried position, 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