



BabelQuest

Digital Marketer

Key details:

- **Location:** Hybrid working 2 days from our Abingdon office per week
- **Job type:** full-time or part-time, permanent
- **Salary:** up to £TBC per annum

We are a dynamic and growing Elite HubSpot Solutions Partner dedicated to helping businesses streamline their marketing, sales, and customer service efforts using HubSpot. We work with a diverse range of customers to implement and optimise HubSpot solutions that drive revenue growth. We are looking for a talented digital marketing professional who can leverage the full power of HubSpot to create impactful campaigns, drive engagement, and deliver measurable growth for both BabelQuest and our customers.

As a Digital Marketer, you'll be responsible for delivering industry-leading digital campaigns to increase the brand for both BabelQuest and our customers and being accountable for lead-generation activities using the full power of HubSpot.

You will have a strong understanding of digital marketing principles and hands-on experience with HubSpot. You will work closely with customers to understand their business goals and develop strategies that drive measurable results.

What you'll be responsible for:

- Manage and optimise BabelQuest and Client campaigns across various channels, including email, automation, website optimisation, conversion rate optimisation, social media, SEO, and paid advertising.
- Develop engaging and value-driven content such as blogs, case studies, whitepapers, webinars, events and email campaigns.
- Building strong relationships with customers and BQ stakeholders.
- Providing strategic advice .
- Monitor campaign performance, analyse data, and provide regular reports and insights.
- Ensure timely delivery of projects and adherence to budgets.
- Designing and running workshops.
- Creating digital marketing plans.
- Identifying and driving forward upsell opportunities for existing customers.
- Stay up-to-date with the latest HubSpot features and best practices.
- Troubleshoot client HubSpot and provide solutions.
- Stay up-to-date with industry trends, marketing best practices, and HubSpot updates to enhance campaign effectiveness.





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Who you are:

- You're a HubSpot evangelist.
- You are an experienced digital marketer and HubSpot user and you have a strong understanding of inbound marketing strategies and demand generation techniques.
- You are commercially aware and can easily spot growth opportunities
- You are a strong and clear communicator.
- You can work independently (as well as part of a team) make sound judgement calls, and take accountability for both the standard of your work and how well it performs.
- You can juggle multiple campaigns or customers simultaneously, working cross-functionally while never losing sight of the core message, your target reader, and the goal behind your work.
- You can work proactively, taking the initiative to help the wider team or support a client.
- You have a strong work ethic with a positive and passionate attitude
- Analytical mindset with the ability to interpret data and optimise marketing efforts accordingly.
- Excellent written and verbal communication skills.
- Experience with paid digital marketing campaigns, including Google Ads, LinkedIn Ads, and Facebook Ads.

Why you'll love working here:

- We truly want to do more for our people so you'll join a team of like-minded individuals with a focus on culture, hard work, having fun, transparency, openness, and enthusiasm.
- Flexible working where you choose when and where you work
- ½ a day per week for training and professional development to support a clear career path.
- 25 days holiday, which increases with time to 30 days.
- 4 weeks paid sabbatical leave with £2K bonus after every 5 years' service
- Unlimited unpaid holiday.
- Really flexible benefits where you can choose anything from a cleaner to your pet insurance.
- Employee referral scheme.
- Employee of the Month awards.

