

Strategic HubSpot Marketing Consultant

A Strategic HubSpot Marketing Consultant thrives at the intersection of marketing and technology. You'll be responsible for developing and executing comprehensive marketing strategies using HubSpot's suite of tools.

You will work closely with our clients to optimise their use of HubSpot for lead generation, customer engagement, and overall business growth.

The ideal candidate has a deep understanding of inbound marketing, CRM management, and marketing automation, combined with a strategic mindset and a passion for delivering measurable results.

On any given day you might:

- Hold a workshop with a customer to understand their business goals and develop aligned marketing objectives
- Write a proposed marketing strategy document aligning with the customer's long-term goals
- Design an automation framework to nurture CRM contacts
- Have a consultation call with a customer to advise on the best way to score leads
- Speak with HubSpot's product team to share feedback on new features
- Work with our in-house marketing team to run a webinar which helps to engage our audience, build your personal brand, and the brand of the business
- Audit the customer's current martech stack and identify where HubSpot usage could be maximised, and where other tools might be appropriate



Your key responsibilities:

- **Strategic Planning:**

- Collaborate with clients to understand their business goals, marketing objectives, and challenges.
- Develop and implement tailored inbound marketing strategies using HubSpot, focusing on lead generation, nurturing, and conversion.
- Advise on the effective use of HubSpot's tools for email marketing, social media, SEO, content management, and CRM.

- **HubSpot Implementation & Optimisation:**

- Optimise existing HubSpot configurations to improve marketing and sales alignment, data accuracy, and campaign effectiveness.
- Conduct regular audits of client HubSpot accounts to identify opportunities for improvement and efficiency.

- **Campaign Management:**

- Design and execute multi-channel marketing campaigns, leveraging HubSpot's tools to drive engagement and conversions.
- Monitor and analyse campaign performance, providing actionable insights and recommendations for improvement.
- Ensure consistent brand messaging and alignment across all client marketing channels.

- **Training & Support:**

- Provide training to customer teams on best practices for using HubSpot's features and tools.
- Offer ongoing support and troubleshooting for HubSpot-related issues.
- Stay up-to-date with the latest HubSpot updates and industry trends, sharing knowledge and insights with clients.

- **Reporting & Analytics:**

- Develop and maintain comprehensive reports and dashboards within HubSpot to track key metrics such as lead generation, conversion rates, and ROI.
- Present findings and strategic recommendations to clients and stakeholders on a regular basis.
- Utilise data-driven insights to continuously refine and improve marketing strategies.

Why you'll love working here:

- Flexible working (a mix of working at home and at the office)
- Half a day each week (23 days a year) to level up your skills and build your career
- Up to 30 days of paid annual leave and unlimited unpaid leave
- A month-long paid sabbatical and a £2,000 bonus to celebrate your five years with us
- Benefits like £650 per year on anything that helps you keep a healthy life-work balance

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