

Spin Design

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Job Title: **Hubspot Marketing Specialist**

Role: **Marketing Specialist**

Supporting the internal marketing team, the Marketing Specialist is responsible for marketing automation administration including CRM, sequences, and workflows, Hubspot CMS, and supporting the team with additional tasks as required.

Key Tasks:

- Administer marketing automation and CRM platform, create lists and data reports, create workflows, and manage requests for customisations
- Program email communications and design email sequences, lead nurturing campaigns and implementation
- Monitor and assist with Search Engine Marketing (SEM) program and content marketing on CMS
- Create landing pages and sign-up forms for distribution across 3rd party digital platforms
- Support the department with other marketing activities as assigned

Required Skills

- Knowledge of Hubspot with 1-3 years of experience managing multiple aspects of the platform including CRM, email marketing, sequences, deal pipelines, and landing page development.
- Experience developing content that supports SEM
- Experience reporting on analytics
- Strong project management skills working with marketing and other departments
- Intermediate to advanced proficiency with Microsoft Office (Word, Excel, PowerPoint)
- Attention to detail is a must
- Strong communication and interpersonal skills including the ability to listen and communicate clearly, in-person, through email, and over the phone
- Comfort w/ basic technical and analytical tasks including spreadsheets, numbers, data and reports
- Self-motivated and able to work independently
- Professional manner and attention to detail

Experience

- 3 to 5 years digital marketing experience strongly preferred
- Experience working in professional services organisation a plus