



May 2022

HubSpot Marketing Specialist

AKA Inbound Marketing Coordinator, HubSpot Implementor, Marketing Automation Lead

TBH Creative's HubSpot Marketing Specialist is responsible for handling a variety of inbound marketing tasks and reporting using HubSpot.

You'll work closely with the marketing team to execute campaigns. Typical tasks include website, email, and landing page creation; workflow strategy and setup, form and contact property setup, dashboard configuration, and related reporting. You will also train clients on how to utilize the software for their in-house marketing needs.

You are an implementor but also involved in data analysis. You are self-managed and like learning new things.

5 years of marketing experience required

3 years of HubSpot software experience required

Full-time on-site and/or remote mixture

Part-time would also be considered

Competitive salary	Paid time off	Health insurance coverage	Bonus plans	Technology stipend
--------------------	---------------	---------------------------	-------------	--------------------

Is this you? Please read on and if you meet our requirements, send your resume and an impressive sample of your work our way.

The role and responsibilities

- Manage and execute of all HubSpot production related tasks for websites and marketing campaigns
 - Set up landing pages and emails
 - Select, crop, and optimize photos for web pages
 - Test website and marketing campaigns
- Prepare HubSpot dashboards as well as other marketing and web performance reports
- Conduct training sessions with clients
- Track, measure and report on digital marketing campaigns across all digital channels
- Deliver projects on time and on budget

Must-have skills and attributes

- 5 years of marketing experience
- 3 years of HubSpot software experience
- Strong attention to detail, the ability to work under tight deadlines, and self-motivation
- Familiarity with Google Analytics, Console, and/or Data Studio
- Ability to use data to measure campaign results and improve conversions

Nice-to-haves

- Basic HTML skills/understanding
- Website creation experience - WordPress
- Photo and illustration editing experience using the Adobe Suite
- Web/blog/marketing content writing skills
- Experience with social media ad management and content creation
- Understanding of search engine optimization

You'll love this role if ...

- You love HubSpot and have spent a lot of time in their Academy as well as figuring things out for real projects
- You can tell the difference between good marketing and great marketing—you want to be part of a team doing great marketing that gets results for clients
- You are organized and detail-oriented (do you love *The Home Edit*?)
- You want to learn and improve; you ask for constructive feedback and grow from it
- You're hungry for growth, a self-starter, and motivated to do what it takes to be successful
- You understand the difference between working at a small business vs large corporation, and you feel like working at a small company is where you can thrive and be seen

About TBH Creative

TBH Creative is a purpose-driven and award-winning web design and inbound marketing agency. We have been breaking down complex web and marketing problems since 2004.

We value each TBH Creative teammate as an impact player, believe in clear communication, high standards of excellence, and delivering custom solutions that show results for our clients.

But beyond those ideals, what really drives the heart of our business is helping our clients achieve more with digital marketing and design than they ever thought possible.

HubSpot Certified Agency	WBE Certified (Women Business Enterprise)	Best B2B Service Providers Clutch research top 1000	A+ BBB Rating
-----------------------------	---	---	------------------

Our mission is to deliver strategic marketing and website services to companies seeking a long-term partner to reach their business goals.



More about us...

- **We are organized and agile-minded.** We are keen on project management, ever-honing practices, processes, and tools to stay on point and efficient.
- **Our team is one of recognition and fun.** From company-wide shoutouts to our ever-accessible Slack workspace, we're constantly collaborating and celebrating together.
- **We like to give back.** Each year, we select an organization that serves our community—we dedicate our time, resources, and talent to them. We believe that making time to volunteer and give back matters.
- **Professional development is prioritized.** We learn from experts, community leaders, and each other constantly. From master classes and workshops to daily conversations, we're always learning and growing.

Our mission is to deliver strategic marketing and website services to companies seeking a long-term partner to reach their business goals.