

Spin Design

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Role: Marketing Specialist

Reports To: Hubspot Marketing Specialist

Skill levels: Expert

Expert

- More than 3 years of experience.
- Extensive knowledge and expertise in specialised areas.
- Advanced proficiency in multiple software and tools.
- High-level communication and interpersonal skills.
- Managing high-level projects and initiatives.

Job Description: 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

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

Experience:

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