



# Hubspot Marketing Manager

## Making Moves London

### Job Overview

The Hubspot Marketing Manager will primarily be responsible for maximising our investment in Hubspot, utilising our data, and generating business from our database of clients. This role is a vital part of Making Moves as it greatly increases our ability to reach our clients, targeting them at the right time and increasing the value our database provides to the business. It is the responsibility of the Hubspot Marketing Manager to ensure we have a steady flow of new business from our existing database.

This role will work with our Marketing Manager who directs the overall strategy for the department and ensures targets are being met. The Hubspot Marketing Manager will sit in the Marketing Team, supporting every team across Making Moves.

### The Role & Responsibilities

- Maintain and manage Hubspot strategy, identifying target areas, frequency and helping set KPIs
- Own the implementation of the digital marketing tactics used in Hubspot including email campaigns, reporting dashboards and workflows
- Monitor, analyse and report on campaign results against KPIs
- Research the latest technologies, upgrades, and add-ins to ensure maximum results
- Create detailed buying personas for our clients and effectively segmenting the database accordingly
- Regularly report to the Directors on success of campaigns, assisting the Marketing Manager on the development of new ideas

### What we're looking for

- Significant experience working with Hubspot Marketing and Marketing Automation Platforms
- Knowledge of setting up workflows, campaigns, integrations, and landing pages
- Strong understanding of customer journeys and personas
- Analytical mindset, used to working with numbers and hitting KPIs
- Data focused approach to work
- Experience using Google Analytics and Wordpress beneficial but not essential
- Self-motivated, positive attitude and clear communication skills

### Salary & benefits

- £30,000-£35,000 DOE
- 25 days annual leave and an additional day off for your birthday
- Team annual trip (Performance Based - Berlin 2018, New York 2019)
- Professional development and training
- Supportive & Inclusive team culture
- Monthly and Quarterly Team Activities
- Best office in Shoreditch
- Free nutritional snacks

### Diversity & Inclusion

Making Moves wants to advocate and implement systemic change within the property industry, and ultimately be the leaders of innovation. We are building a workforce that is truly representative of all sections of society. Read our full policy on our website.