



Job description

Marketing & CRM Executive (Trainee Consultant)

Helping education organisations grow using HubSpot

hubgem.co.uk





Who are HubGem?

Hello - lovely to meet you!

We are digital marketing and CRM experts, specialising in helping education and non-profit organisations grow by streamlining their processes, increasing their reach and improving their engagement using HubSpot CRM.

We have worked with (and within) a wide range of schools, colleges, universities and charities; we understand what life in the education and non-profit sectors is like, from the highlights to the frustrations!

Our fully remote team work with education and non-profit organisations around the world, helping them to introduce an inbound approach to marketing and admissions, implement HubSpot CRM and marketing platform, and improve communications with prospects.



Why join our team?

We are a small and friendly team, passionate about helping our clients meet their goals and embrace digital. We encourage creativity, taking the initiative, and we are always open to new ideas.

We are a fully remote team, with some exciting in-person strategy and training days throughout the year.

We are looking for team members we can trust, who care about what they do and can work autonomously to achieve work to a high standard.

We are committed to supporting a healthy and happy team. On the next page you can see some of the initiatives we provide to support the wellbeing of our employees.

- Hybrid/Remote positions - work wherever you can get a good internet connection!
- Regular team calls - a chance to share ideas, help each other out and chat to colleagues
- Multi-award-winning company culture
- Flexible approach to your working hours
- Two fun in-person strategy and team-building days per year
- Laptop, equipment and all software provided
- Exciting opportunity to join a rapidly growing small business
- Make a real impact to education and non-profit clients around the world
- Time and budget invested in the ongoing professional development of our employees
- Clear career progression pathways
- Join and collaborate with an exciting global HubSpot partner community
- Opportunities to attend events such as award ceremonies, the annual HubSpot marketing conference in USA, and Dublin for HubSpot meetings, training and networking



Your wellbeing matters

Employee wellbeing Initiatives

- Flexible remote working: We know that life gets busy and it can be hard to fit everything in, we are committed to providing a flexible approach to your working day. If you need an hour out to take a breather, go for a walk, have an appointment, look after your children, pets... or anything else, then just make the time up elsewhere.
- Wellness Wednesdays: One day every quarter, block out your diary with a wellness based activity of your choice!
- Headspace Subscription: Looking after our mental health has never been so important, we encourage our team to take the time to de-wind, meditate, relax or simply learn healthy mindful habits.
- Time to learn: A love of learning is something to be celebrated which is why we offer 10 hours per month (FTE) for your own professional development.
- Team building: Monthly team building calls, coffee mornings and 'donut' calls to connect with your team members.
- Rewards: We want to make sure that you are recognised for doing a good job and reward with gifts, bonuses and shout-outs!
- Wellbeing Platforms: We offer wellbeing workshops and webinars, a dedicated wellbeing Slack channel, wellbeing check-in's and monthly wellness recommendations.
- Health: You will have access to our Occupational Health provider, MediGold Health and the NHS approved Thrive app. We also love taking part in company fitness challenges to support our team's physical wellbeing!
- Deskmate: We know that standing improves blood circulation and energy. We provide employees with a Deskmate if requested, allowing you to quickly and easily switch between your regular desk and a standing desk.

Visit our website to find out more about our other wellbeing initiatives

GREAT PLACE TO WORK



Award winning culture

🏆 Named one of the **Worlds Happiest Workplaces 2025** and UK Top 10 in the Industry!

🏆 Named '**SME of the Year 2025**' at the British HR Awards.

🏆 '**Best Wellbeing In The Workplace Strategy 2025**' finalists at the Great British Workplace Wellbeing Awards.

🏆 '**Most Dedicated Employee Wellbeing Champions 2024**- Lincolnshire' by Corporate Vision (HR & Employment Awards).

🏆 '**Best Employee Wellbeing Strategy 2024**' finalists at the Engage Awards.

🏆 '**Culture Initiative of the Year**' and '**Technology Partner of the Year**' finalists at the British HR Awards 2024.

🏆 Named '**Great Place To Work 2023**' winner at the Engage Awards.

🏆 '**Best Use of Tech**' and '**Most Inspiring HR Leader of the Year**' finalists at the Great British Wellbeing Awards 2023.

🏆 Nominated at the CIPD People Management Awards 2023 for our '**Culture and Wellbeing Strategy**'.

🏆 '**Company Culture Excellence Award**' winners at SME News Awards 2021.

🏆 '**Best Support for Remote Workers**' finalists in the Great British Workplace Wellbeing Awards 2021.



Our values

We are passionate about helping people

We simplify the complex and give our clients the confidence and skills they need to succeed

We always provide a high-quality and efficient service

We are transparent, friendly, genuine and empathetic

We provide a positive, supportive, flexible, inclusive and collaborative working environment in which our team and clients can thrive

"I can honestly say I've never enjoyed a role as much as this one!"

The team support and morale is amazing and there is a real good focus on the importance of work life balance.

My voice is genuinely heard and respected here and there are so many unique and exciting opportunities to grow within an amazing innovative business!"

"Never have I felt so embedded and valued within a company, and this alone drives me to deliver the best possible work I can. I love delivering great sessions to clients and watching as HubSpot transforms their working lives, and internally I love working with such an amazing, caring & dedicated team."



Job description

We are looking for a Marketing & CRM Executive to join our team to help us build the profile of HubGem Marketing and support our clients. The Marketing & CRM Executive role is responsible for supporting our Consultants with delivering inbound marketing and technical support for our clients, as well as supporting our marketing team with HubGem's own marketing content and events.

This role includes full training on using HubSpot CRM and delivering consultancy to clients. For the right candidate once fully trained, this role can lead to promotion to our popular and exciting [Marketing & CRM Consultant position](#) (click the link to learn more about that role).

This is a unique opportunity to join a rapidly-growing business and grow your digital marketing skills in a friendly team making a big impact.

We are fully remote team but work closely together with a fun, collaborative and exciting team-working approach. This role is remote with regular meetings via Zoom and occasionally in-person.

Our ideal candidate thrives when working remotely, is highly self-motivated, technically minded and passionate about digital and inbound marketing, with an eagerness to learn. They must be confident in meeting new people and have a good standard of written and spoken English. Experience of marketing is desirable.

This role is for a fixed term of 12 months whilst training to be a Consultant. When you have completed your training and are ready to become a Consultant, it would be the view for you to progress to a permanent Marketing & CRM Consultant position.

Salary: £24,445 - £25,500 per annum
Regular salary reviews, a bonus scheme and opportunity for progression.

Hours: 38.5 hrs per week (Monday- Friday)
Includes a 4pm finish on a Friday.

Holiday: 30 days per annum, inclusive of Bank Holidays

Location: Remote with some in-person events (employees must be UK based)



Role responsibilities

CRM & Client Service Responsibilities

- Attend client calls and provide technical CRM and administrative support to our consultants as part of client HubSpot CRM onboarding, training, and consultation
- Alongside our consultants, deliver technical CRM set-up, data migration (imports) for clients
- Refer incoming support queries from clients to consultants and occasionally liaise directly with clients
- Deliver occasional client-facing services, to support the consultants and to prepare for future progression to the Marketing & CRM Consultant role.
- Provide first line support to clients with technical questions
- Complete training as required - including but not limited to HubSpot Academy, 1-2-1 training sessions on Zoom, and occasional in-person training sessions.

Marketing Responsibilities

- Support the marketing team in maintaining a rich content/editorial calendar that attracts a qualified audience (including blog posts, videos, whitepapers, ebooks, reports, webinars, infographics, social media posts etc.)
- Support with executing multi-channel marketing campaigns leveraging SEO, social, inbound marketing, email, mail/print campaigns and events to drive customer acquisition
- Optimise marketing automation and lead nurturing processes through email, content, and social channels
- Support with developing resources aimed at helping colleagues and clients learn HubSpot tools and inbound strategy
- Provide maintenance and content updates for website, directory sites and digital channels
- Support with organising and delivering marketing events

Sales Responsibilities

- Support the Sales Team in maintaining CRM records and clean data
- Support management with producing sales reports
- Create and share Vidyard video emails to prospects and customers (training provided)
- Adhere to internal sales processes and customers service processes
- Adhere to HubSpot partner agreement at all times



Person specification

Essential

- Excellent communication and interpersonal skills
- Creative thinker and problem solver
- Self-motivated and able to work efficiently from home/remotely
- Excellent organisational and time-management skills
- Data-driven and research-oriented
- Excellent writing skills
- Ability to provide exceptional customer service and experience in a customer-facing role
- A desire to learn, willingness to ask questions and ability to learn quickly
- A passion for marketing, helping a small business grow and embracing all-things digital.

Desirable

- Educated to degree level (preferably in Marketing, Media or a related discipline)
- Experience of using HubSpot software or another CRM/MIS system
- Experience of marketing automation
- Experience in marketing
- Experience working in a remote role
- Previous experience in education and/or non-profit marketing or admissions

"Clients are varied in size and set-up, each with their own unique challenges and goals, meaning no two days are the same and the opportunities for professional growth are endless!"

"The work/life balance at HubGem is great. A flexible approach to working hours means I no longer feel like I am spinning plates but have capacity for all of the things that are important to me."

"It's evident that it's both a company that cares and a company that's growing. There's a range of employee wellbeing initiatives that are available on top of an already relaxed and friendly work atmosphere; the company is clearly growing at a rapid rate and Gemma is putting in the effort to make sure every employee grows with the company in the direction they want for their own personal development."

"The culture at HubGem is nothing I have seen or experienced at a company before. There are so many well-being initiatives that cater for every team member. Everyone in the team are genuinely kind, supportive of one another, helpful, understanding, and a joy to work with"



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