



Job description

Marketing & CRM 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
- Award-winning company culture
- Flexible approach to your working hours
- Three 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 for your own professional development.
- Team building: Monthly team building calls and 'donut' calls to connect with your team members.
- Deskmate: Standing desks are shown to improve blood flow and circulation, delivering more oxygen to your muscles and rising your energy levels. We provide employees with a Deskmate if requested, allowing you to quickly and easily switch between your regular desk and a standing desk.
- 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!

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



Award winning culture

- 🏆 'Named Worlds Happiest Workplaces 2025 and UK Top 10 in the Industry!'
- 🏆 'SME of the Year 2025' finalists 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.
- 🏆 'Best Place To Work 2023' winners 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 Consultant to join our team to help us build the profile of HubGem Marketing and deliver exceptional support to our clients. This role will be responsible for delivering inbound marketing strategies and CRM Implementation to a range of education organisations and some non-profits, as well as supporting and training junior team members to deliver excellent support.

This role offers the exciting opportunity to consult with a range of clients across the world to help them grow their organisations using inbound marketing methods and HubSpot CRM; experience using HubSpot CRM is essential.

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.

A strong work ethic, ability to be self-motivated and take initiative are crucial. Our ideal candidate thrives when working remotely, is a fast learner and is keen to learn new skills; a proactive can-do attitude is essential. They must be confident in meeting new people, consulting with clients, delivering training and getting involved in the sales process.

This is a permanent position with the opportunity to adjust the role as the company grows, to reflect changing responsibilities and a changing business landscape.

Salary: £27,500-£29,500 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

- Successfully deliver HubSpot onboarding services and ongoing support to a wide range of clients from the education sector, and some non-profit organisations
- Plan and deliver strategic consulting sessions both online and in-person
- Respond to technical and strategic queries from clients
- Deliver technical set-up, data migration and other technical CRM services to clients
- Advise clients on how to optimise their use of HubSpot to improve conversions and ROI

Marketing Responsibilities

- Work closely with the Marketing team to regularly provide rich content that attracts a qualified audience (including blog posts, videos, whitepapers, ebooks, reports, webinars, infographics, social media posts etc.)
- Conducting customer, competitor, and product research
- Propose new and improved inbound marketing campaign ideas
- Develop resources aimed at helping clients learn HubSpot tools and inbound strategy
- Host engaging HubSpot User Groups (HUGs) and work with the Marketing Executive to provide ideas for interesting topics for upcoming sessions

Sales Responsibilities

- Upsell and cross-sell products and services to customers
- Support with the delivery of HubSpot demos to new clients
- Accurately record all interactions with customers and prospects in HubSpot CRM
- Adhere to internal sales processes and customers service processes
- Adhere to HubSpot partner agreement at all times
- Timely, professional and accurately reply to incoming sales enquiries received by phone, email or other formats.
- Create and share Vidyard video emails to prospects and customers where required



Person specification

Essential

- Experience using HubSpot CRM
- 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
- Keen to learn new skills with a proactive can-do attitude
- Data-driven and research-oriented
- Excellent writing skills, with experience of writing for marketing purposes (blogs/emails/web content)
- Ability to work independently, remotely and as part of a small team
- Ability to provide exceptional customer service
- Experience using Microsoft Office and Zoom
- Experience of designing graphics and imagery for marketing purposes

Desirable

- Educated to degree level (preferably in Marketing, Media or a related discipline)
- Experience implementing a CRM or consulting with clients
- Previous experience in education and/or non-profit marketing or admissions
- Experience of marketing automation
- Experience of web design/development (WordPress and HubSpot CMS preferred)
- Experience with ISAMS, SIMS or other similar MIS system
- Experience of managing admissions in an education setting

"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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