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HubSpot Operations Specialist

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Full Job Description

Revenue River is looking for a true HubSpot expert to help our team configure state-of-the-art Customer Experience (CX) Systems for our clients. If you love HubSpot and want to spend your time architecting amazing systems, this is the job for you.

As a HubSpot Operations Specialist, you'll lead the system discovery process, design the ideal HubSpot-centered system, configure to specification, and train stakeholders on how to operate successfully. Simply put, you'll get to design and build our clients' HubSpot systems toward total organizational alignment. The ability to effectively align marketing, sales, and CX systems are required to succeed in this position. Delivering lead intelligence to sales, closing the attribution loop, and creating the ideal buying experience is paramount to providing value to the organization as well as our clients.

In this role, you'll get to:

- Serve as the lead advisor to clients, helping them to achieve their desired objectives with HubSpot
- Evaluate marketing and sales requirements, current tech stack, and business objectives to define their ideal system configuration.
- Define the future state processes and the customer journey(s) that will govern how to implement HubSpot effectively.
- HubSpot configuration including data capture & collection, automation engineering, database segmentation, CRM configuration, campaign set up, technical integrations, attribution & reporting, and user adoption activities.
- Stay a breadth of the latest product updates from HubSpot.
- Create and execute complex nurture or drip campaigns to improve engagement.
- Create tracking campaigns that support the measurement of demand gen efforts.
- Implement a marketing and sales system strategy that streamlines data flow and enabling sales with lead intelligence they can use to have more effective conversations with prospects.
- Optimize lead hand-off and opportunity nurturing processes through the sales funnel by injecting automation and data capture mechanisms.
- Establish closed-loop analytics between marketing and sales to understand how our inbound. marketing activity turns into customers, and continually refine our process to convert customers.

We are looking for people who:

- Absolutely love HubSpot.
- Demonstrate persistence. You should crave the opportunity to solve new problems every day and won't give up when you don't know the answer right away.
- Have excellent written and verbal customer-facing and communication skills.
- Get energized by helping others learn and achieve.
- Can manage multiple engagements and deliverables simultaneously and ensure successful and timely completion.
- Have significant experience with HubSpot and the inbound marketing methodology.
- Can find creative ways to meet advanced customer needs.
- Love solving complex problems and hate the mundane.
- 4-9 years of experience working in HubSpot.
- Deal with pressure and deadlines.
- Work hard autonomously.
- Add value when presented with unique opportunities.
- Be hungry to learn and achieve.
- Prioritize and balance effectively.
- Solve for the client and roll up your sleeves to get work done.

Technical Competencies

- Relevant HubSpot certifications.
- Fundamental understanding of CRM and marketing automation platforms.
- Basic understanding of API integrations.
- Salesforce, Pardot, or Zapier a big plus.

Soft Skills Necessary to Work for Revenue River

- Ability to command a conversation and hold project contributors accountable.
- Work and communicate really well with others.
- Work really hard without someone looking over your shoulder.
- Ability to manage tasks and deliverables.
- Add value when presented with unique opportunities.
- Be hungry to learn and achieve.

Qualifications & Work Experience

- 4-7 years of relevant work experience.
- BA/BS degree or equivalent working experience.
- Deep HubSpot experience and expertise.
- Excellent written and verbal communication skills.
- Adept at task prioritization, working cross-functionally, while never losing sight of the core purpose behind your work.
- Ability to set and run an agenda, lead pointed conversations, and keep clients on task.

We look forward to reviewing your application!

cljmints8v

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