

Senior HubSpot Consultant

Job Description

POSITION OVERVIEW

Origin 63 seeks a Sr. HubSpot Consultant whose core focus is working with clients to optimize their HubSpot Marketing, Service and Sales Hub experiences (Starter, Pro and Enterprise). This person will be a self-confessed HubSpot nerd, and want to learn even more about the tool while helping to shape the culture of a fast growing company. They will also have a strong background working with sales teams in HubSpot.

The HubSpot Consultant will spearhead all HubSpot strategy and training needs for Origin 63 clients. Core focus will include:

- Creatively solve client challenges through HubSpot tools, acting as the expert to lead their team into the right processes
- Provide direction to clients on how to leverage their HubSpot accounts
- Complete discovery calls with clients to understand business objectives, pain points, and successes of their current marketing automation & CRM tools
- Review and/or complete HubSpot account audits for clients new to Origin 63
- Compile and present recommendations to clients
- Work directly with Origin 63 Account Manager & HubSpot Technicians to have these recommendations implemented
- Understand business objectives and provide direction (outlines, audiences, goals) to Origin 63 writers to create messaging for workflows and sequences
- Lead trainings with clients' marketing and sales teams on how to use HubSpot tools and explain the feature sets as they relate to their goals and operational activities
- Understand client needs for reporting and provide direction to HubSpot technician to setup custom reporting
- Understand differences of tools in the HubSpot suite and ensure recommendations are in alignment with what client is currently utilizing
- For project based clients, identify long-term needs & recommend a package for Origin 63 support and service, as warranted



- Help to shape the Origin 63 programs and contribute to sales conversations, as needed

Main KPIs

- Client retention
- Client upsells
- Continued HubSpot education

Skills

- Deep knowledge of HubSpot & proven work experience (3-5 years) utilizing HubSpot marketing *and* sales tools
- Excellent presentation & training skills
- Excellent listening skills
- Have a polite, friendly, and diplomatic manner
- Good common sense and logical thinking
- Ability to meet deadlines
- Ability to solve problems as they arise
- Be agile and open to change as the company grows or a client changes direction

Requirements

- HubSpot certifications in sales and marketing tools
- Daily work experience directly in HubSpot marketing *and* sales tools
- Exemplify our core values
- Thrive in a collaborative yet mobile working environment
- Enjoy what we do and the people we work with
- Excellent listening, communication, and presentation skills
- BA/BS in communications, marketing, or similar field

COMPANY OVERVIEW

Vision Statement

Origin 63 is a conductor for meaningful transformation in the lives of our clients, employees, and the community at large.

Mission Statement

Origin 63 is a nationally recognized leader in expertly crafting sales and marketing solutions for exceptional b2b brands.



Core Values

- Be your best competition
- Love what you do and do what you love
- Treat it like you own it
- Be irreplaceable
- Act with empathy and candor

WHY ORIGIN 63?

- 100% mobile workforce (no office, no commute!)
- Flextime scheduling
- Health & Dental care
- Paid time off
- Access to HubSpot's Inbound conference
- Opportunity to get in on a fast-growing team at the ground floor