



Job Description

Job Title: HubSpot / Website Developer – Contractor Role

Department: Marketing
Reports To: Marketing Director
Seniority Level: Mid-level
Employment Type: Contract

Summary

6Connex, the leader in virtual events software, has an exciting opportunity for a high energy and dynamic Martech specialist. We are looking for candidates with a strong background and passion for HubSpot, marketing automation and versed on website development.

Job Description

We are looking for someone to be a go-to expert for all things HubSpot and website. This role will help assist our fast-growing company in any phase of the marketing automation process as well as support website maintenance and development, landing page creation and other martech tool implementations.

We require our employees to possess:

- A natural sense of curiosity that keeps them asking questions
- Excellent attention to detail and a drive towards doing their best
- Self-motivated problem-solving skills

Key Responsibilities:

- Understand the technical ins-and-outs of the HubSpot products and using a solutions-oriented mindset to solve customer's problems
- Guide our employees through HubSpot software setup and onboarding, tool training and configuration
- Work closely with other departments to develop tools, processes and frameworks that help drive product adoption
- Collaborate with the team to ensure that our insights-driven marketing strategies are pulled through into Hubspot for marketing and sales activities
- Manage and execute the onboarding process across Hubspot Marketing automation and Sales CRM
- Conduct Hubspot portal audits and provide platform recommendations to improve sales, marketing and service efforts
- Maintain data hygiene
- Segment data, lists, manage leads, measure campaign effectiveness, develop best practices

- Stay on top of the latest updates in Hubspot and marketing automation, advocate for them
- Manages our website and software application designing, building, or maintaining.
- Performing Website updates
- Builds landing pages

Skill Set:

- 2+ years of experience working in Hubspot
- A solid understanding of inbound marketing and sales strategies, as well as best practices.
- 3-5 years of experience working in digital marketing across multiple channels (SEO, paid media, content marketing, social media)
- Experience with website and digital analytics, Google Analytics, or other CRM software analytics
- Is motivated to go above and beyond the call of duty without being told
- Proficient in JavaScript, HTML, CSS.
- Knowledge of programming language and technical terminology.
- High degree of independent judgment.

Bonus Points for:

- Hubspot Certifications: Marketing Software, Inbound, Email, Content
- Experience working directly with clients and providing guidance/training
- Experience with other marketing automation platforms

Location:

The position is located at offices in the Tech District in beautiful downtown San Antonio. Strong candidates that are remote will also be considered. We offer competitive compensation, great career growth potential, and a comprehensive benefits package.

About 6Connex:

6Connex is the leading provider of virtual environment solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities. Our product portfolio includes virtual environments, learning management, and webinars that are leveraged by customers such as Salesforce, GE, Unilever, United Way, CA Technologies and BambooHR. For more information, please visit www.6Connex.com.