



## Job Description

### Job Title: Marketing Ops Coordinator

---

**Department:** Marketing

**Reports To:** Digital Marketing Manager

**Employment Type:** Full-time

### **SUMMARY**

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

We're looking for someone to be a go-to expert for all things HubSpot automation and CRM management. This role will report to the Digital Marketing Manager and help assist our fast-growing company with coordination and execution of marketing programs that attract and nurture leads and engage customers. These programs include but are not limited to, landing page creation, webinar logistics, email marketing, and website development and maintenance.

### **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

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Create, deploy, and monitor automated marketing programs using HubSpot
- Enforce marketing automation and demand generation best practices using a solutions-oriented mindset to solve customer's problems
- Guide our employees through HubSpot basic software setup and onboarding, training, and configuration
- Work closely with other departments to develop tools, processes and frameworks that help drive product adoption

- Collaborate with the team to translate business requirements into HubSpot technical requirements
- Create new and maintain existing marketing reports and dashboards
- Assist with development and creation of HTML templates (i.e landing pages, emails, etc.)
- Develop testing strategies for template formats, subject lines and landing pages
- Maintain data hygiene
- Stay on top of the latest updates in Hubspot and marketing automation, advocate for them
- Manage Wordpress website and software application building, deploying, or maintaining
- Recommend and implement data management software for improved reporting and analysis, when needed

## **QUALIFICATIONS AND REQUIREMENTS**

- 2+ years of experience working in Hubspot and Wordpress
- A solid understanding of inbound marketing and sales strategies, as well as best practices and funnel reporting
- 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 and data analytic tools

## **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, Blackrock, GE, Unilever, United Way, CA Technologies and BambooHR. For more information, please visit [www.6Connex.com](http://www.6Connex.com).

Benefits include:

- Health insurance
- Dental insurance

- Vision insurance
- Retirement plan
- Paid vacation time off
- Flexible schedule
- Parental leave