



JOB SPECIFICATION

# Digital Marketing & HubSpot Specialist

Fraxion Spend Management



### About us

Fraxion provides spend management solutions to thousands of leading brands worldwide. With headquarters in Seattle and an office in Cape Town, Fraxion provides international support, sales and deployment services. With over 20 years of domain experience, we provide innovative cloud procure-to-pay solutions to the mid-market.

### Job Title: Digital Marketing & HubSpot Specialist

We are looking for a Digital Marketing & HubSpot Specialist with demonstrated knowledge of HubSpot's marketing automation platform to maximize the effectiveness of digital strategies and achieve pipeline-generation goals for the company. You should be proficient in gathering and analyzing data, making optimizations, and ensuring appropriate adjustments are made to improve overall conversion rates. We are looking for a solutions oriented candidate with a strong sense of ownership and attention to detail.

**Date:** 11 May 2020

**Closing date for applications:** TBD

**Location:** Cape Town, South Africa

### Broad outline of duties:

- Explore and present impactful digital marketing tactics and methods for expanding reach and engagement with prospects and customers internationally.
- Proficient in using HubSpot lists and marketing automation technology.
- Create content and execute email campaigns, nurture campaigns, newsletters, promotional emails, webinars, and other lead generation activities using HubSpot.
- Create and manage landing pages, campaigns, forms, workflows, email campaigns, including the template designs, calls-to-action etc. within the HubSpot platform.
- Develop and manage the company's social media strategy, profiles and presence, including Twitter, Facebook, YouTube and LinkedIn (and potentially additional channels).
- Monitor, A/B test and optimize content and calls to action for paid landing pages.
- Write effective SEO content for blogs, websites and social media accounts.
- Ensure consistent messaging and branding through all channels, including website, blog, email, digital and social.
- Executing drip nurture and triggered nurture campaigns. Send responsive or triggered emails for access to gated content. Analyze and report on marketing efforts in dashboard format.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.
- Responsible for adhering to and communicating automation best practices and compliance (GDPR, POPIA).

- Excellent email marketing and campaign experience is essential.
- Write powerful subjects and calls-to-action to improve open rates and convert visitors.
- Implement, track and measure SEO / SEM and Google Analytics metrics and provide reports
- Experience with PPC, PPL and remarketing campaigns beneficial.
- Develop and execute a strategy that optimizes marketing conversion paths and drives key business metrics, including MQLs, SQLs and Opportunities.
- Analyzing keywords and SEO techniques used by competitors.
- Generate innovative ideas to reinforce our marketing campaigns across digital and paid channels.
- General marketing, event, branding and communication tasks.

**Education, training and experience requirements:**

<b>Computer skills</b>	MS Office, advanced Excel skills HubSpot certification/ high level of proficiency essential Adobe Creative Suite (Photoshop & InDesign beneficial)
<b>Level of formal professional education or training</b>	Bachelor’s Degree and/or Diploma in Marketing
<b>Level of experience in job advertised</b>	3 + years as a digital marketer essential B2B Social Media (LinkedIn, Facebook & Twitter) GoogleAds & Analytics beneficial Sales Navigator experience beneficial SEO / SEM experience essential Must be sales focussed with strong problem solving abilities Experience in A/B testing Experience in B2B SaaS marketing advantageous Must understand fundamentals of conversion rate optimization

**Other requirements:**

- Outstanding ability to think creatively, strategically and identify and resolve problems.
- Excellent verbal and written communication skills.
- Strong organizational, time management and analytical skills.
- Must have drivers licence and own reliable vehicle.
- Must be willing to work outside of 8am – 5pm working hours when required.

<b>Motivation</b>	S/he is to a large degree required to control performance. S/he has to be self-motivated be driven to set definite goals which s/he'll take appropriate steps to achieve.
<b>Attention to detail/Quality Orientation</b>	S/he must be able to accurately check processes and tasks; ensuring all information is correct and accurate; Accomplishing tasks by considering all areas involved and showing concerns for all aspects of the job; be able to eloquently be able to articulate various written collateral.
<b>Initiative</b>	S/he must have the ability to use initiative to ensure customer satisfaction and retention.
<b>Interpersonal relations</b>	S/he must be able to associate with others and to appreciate/understand their views, needs and ideas.
<b>Assertiveness</b>	S/he must be able to stand firm regarding Company policies, procedures and practices.
<b>Coping skills</b>	S/he must be able to cope with day-to-day problems and must be able to work under pressure.
<b>Communication/Impact</b>	S/he must be able to communicate professionally and project a positive corporate image at all times.
<b>Transport</b>	Own Transport will be required

**Other competencies:**

<b>Work Standards</b>	Setting high standards of performance for self and others, assuming responsibility and accountability for successfully completing assignments or tasks.
<b>Follow up</b>	Ensuring that initiatives and suggestions gain sign-off and are then followed through to fruition by coordinating the necessary resources and driving these to completion.
<b>Managing work</b>	Effectively managing one's time and resources to ensure that work is completed efficiently.
<b>Adaptability</b>	Maintaining effectiveness when experiencing major changes in work tasks or the work environment, adjusting effectively within new work structures, processes, requirements or cultures.
<b>Customer focus</b>	Making customers and their needs a primary focus of one's actions, developing and sustaining productive customer relationships.
<b>Product knowledge</b>	In-depth knowledge of the company's product offering

Please forward all applications to Lea-Anne Hack, Human Resources: [careers@fraxion.biz](mailto:careers@fraxion.biz)