

SPITFIRE INBOUND (PTY) LTD

SPITFIRE INBOUND SUCCESS STRATEGIST ROLE JOB DESCRIPTION

REPORTS TO: LEAD INBOUND SUCCESS STRATEGIST

JOB DESCRIPTION

Company Overview:

Our Inbound Success team enables customers to implement and optimise all elements of an inbound or automated marketing programme as well as sales, services, and operations programmes.

Our Inbound Success team leverages a variety of tools and advanced software to drive this value to clients.

As an **Inbound Success Strategist**, you will be client-facing and will work across different clients.

Your five key areas of accountability will be to:

1. Be the primary point of contact for a portfolio of clients and have a positive relationship with your clients and your team.
2. Assist clients with adopting HubSpot through a number of formats based on their needs and the type of onboarding (it is our CMS of choice).
3. Be able to focus on detail and ensure that milestones are met.
4. Deliver projects as per the project plan and project specifications.
5. Manage the clients HubSpot portal as required in the contract with client.
6. Deliver on the key performance indicators/goals within each project.

A passion for analytics, a strong attention to detail, the ability to work to deadlines, excellent written and spoken communication skills, project management skills, knowledge of proper spelling and grammar, and a problem-solving attitude, are essential to succeed in this position. An interest in inbound and experience in digital marketing is non-negotiable.



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You are expected to be flexible, resourceful, and confident enough to handle the different kinds of training and tasks required from you as a Inbound Success Strategist.

Our goal is for you to learn and advance within the company.

Main Responsibilities:

Client Service Management:

- Work closely with relevant senior team members to ensure overall growth and development of allocated client accounts.
- Understand the urgency in ongoing communication and feedback to client's requests and queries on a daily basis.
- Develop lasting relationships with team members and clients through your responsiveness, attention to detail, and clear responses to their communication.

Inbound marketing, sales, and services Implementation:

- Complete your relevant set training programme with assignments during your initial probation period of four months.
- Be responsible and accountable for all elements of the day-to-day execution and implementation of inbound marketing, sales, and service strategies and tasks including:
 - Content briefing, scheduling, optimising, and measurements.
 - Implementing inbound software and other digital tools.
 - Participating in brainstorming new ideas and opportunities for client and Spitfire's success and presenting these internally
 - Updating and optimising the components of the inbound marketing campaign for relevant client campaigns you will work on.
 - Research subject matter, competitors, industry and target audience and present feedback to the team.
 - Research articles and information related to the subject matter to include in web articles.
 - Work with the strategy team to identify and understand high-level messaging and strategy.
 - Monitor trends in client's industries.

- o Be involved in keyword research for content strategies and optimise content for search both when it is published and on an ongoing basis.
- o Provide inbound best practices, with strategic intent of delivering high quality inbound assets.
- o Take the lead in creating performance reports to highlight progress towards goals (internal and external) and work closely with your team to capture, implement and manage all work required to meet these goals.
- o Engage with AI in your day to day work

Project management

- Be responsible for project management of your portfolio of work to ensure deadlines, scope and budget are met.
- Use the Teamwork project management system to plan and implement tasks and projects as per brief.

You will present all your work and ideas to the relevant Lead Inbound Success Strategist and will get involved in all relevant projects assigned to you from kick-off to launch.

Requirements:

- Completed Degree or Qualification in communications, business, technology or marketing.
- Inbound marketing certified through HubSpot is essential.
- 3 to 5 years digital experience
- Strong project management skills and the ability to work at a fast pace under tight deadlines.
- Previous experience in successfully growing relationships and creating customer success.
- Exemplary ability to present and explain technical concepts to non-technical people.
- Work well independently.
- Great listening, communication, and time management skills.
- Love to hustle and work in a fast-paced environment.
- Self-taught learner willing to read and keep up to date on technological changes and how they could be used by Spitfire.
- A digital mindset – we need someone who lives and breathes all forms of digital marketing, sales enablement and customer service.
- The ability to be self-directed while still enjoying collaboration and keeping clear channels of communication open with teammates.
- Proficient in Google Drive and Google Suite

Bonus Points

- HubSpot experience and expertise
- Previous business development, and lead generation experience.
- Project management skills/experience.
- Strong research skills – our diverse range of clients will require you to learn a number of new things!

Perks:

- Gain practical experience across all Inbound marketing, sales, services and operational areas with a key focus on the business development side.
- Responsibility and autonomy.
- Be an important part of a growing team at a Diamond tiered HubSpot partner consultancy with clients across the globe.

We value our employees and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication and understanding online marketing and business development in a fast-paced and exciting setting. You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals throughout the company and industry.