

SPITFIRE INBOUND (PTY) LTD

STRATEGIC INBOUND ADVISOR JOB DESCRIPTION

REPORTS TO: STRATEGIC DIRECTOR

MAIN RESPONSIBILITIES

Overall, Role in the Business:

Our Inbound Marketing team enables customers to implement and optimise all elements of an inbound or automated content marketing program. Our Inbound Team leverage a variety of tools and advanced software to drive this value to clients.

As a Strategic Inbound Advisor, you are organized, strategic, self-motivated and a highly talented individual. Someone with at least 4-6 years' experience in Strategy, digital marketing and is HubSpot certified with at least 6 months to a year experience working with the HubSpot tool. Prior experience in facilitating workshops and developing inbound strategies is essential.

As a Strategic Inbound Advisor, you will be client facing and you will work closely with the strategic director, other strategic inbound advisors, our content team and other specialists to develop strategies for and implement relevant Inbound Marketing tasks on several clients.

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

Our Environment:

- Spitfire employees are entrepreneurial and dynamic, smart, customer-centric, fun and have the shared ambition of Spitfire being the leading Inbound agency in Africa.
- We have fun, work hard, take ownership, work in teams to create solutions, and are always open to direct feedback/new ideas on where we can improve.
- We are short on ego and high on output.
- We are doers and not only thinkers, it's all in the execution after all.
- We love what we do and what we are creating.



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Your key areas of accountability will be to:

1. Be the **primary point of contact** for a portfolio of clients as allocated and have a positive relationship with your clients and your internal team.
2. **Implement** inbound/digital/HubSpot best practices and the delivery of inbound/digital/ HubSpot strategy to your portfolio of clients.
3. Take the lead in creating weekly/monthly/quarterly **performance reports** to highlight progress towards goals.
4. Assist and **empower clients** with the results, knowledge, content, and tools to not only get their buy-in but to evangelize their success through their organization.
5. Build **strategic recommendations** for your portfolio of clients based on the data you have available (including industry trends, technology advances and data)
6. Be responsible for **project management** of your portfolio of clients and projects to ensure deadlines, scope and budget are met.
7. Maintain a **CSAT score of 8,9 or 10** on your clients.

Qualifying Criteria:

- Relevant Degree in Marketing, Communications or Digital field
- Be inbound marketing certified (via HubSpot).
- Be HubSpot certified, please list relevant certifications completed. Need to stay up to date with relevant Certifications on an annual basis.
- Be Google Analytics certified.
- Strong passion for and knowledge of technology, emerging media and the Internet; specific consumer engagement strategy experience required.

Knowledge/ Experience:

- 5 - 7 years of marketing experience in digital marketing, preferably in an agency environment.
- Experience in managing own client accounts and fully responsible for all deliverables to be achieved on client portfolios as per agreed Inbound Strategy.
- 3-5 years' experience in Strategy, digital marketing and is HubSpot certified with at least 2 years experience working with the HubSpot tool.
- Experience in managing a team.
- Know Microsoft Word, Excel and PowerPoint like a pro (and Google Docs/Sheets). We'd love it if you were comfortable with WordPress, too.
- Hands-on experience digital marketing tactics including Content Marketing, SEO, Link Acquisition, Lead Nurturing/Email Marketing etc.

- Have experience in managing projects and using project management software to keep projects on track and ensure deadlines are met.

Critical Skills:

1. First class communication skills - internal and external
2. Experience in successfully growing relationship and creating customer success
3. Strong project management skills and the ability to work at a fast pace under tight deadlines, need to be able to plan projects and develop final strategic proposal to present to clients.
4. Have performance-based digital marketing experience (specifically focused on traffic and lead generation).
5. Superior organizational skills, attention to detail and follow-through.
6. Exemplary ability to present and explain technical concepts to non-technical people.