



Career Posting – HubSpot Marketing & Sales Manager - Contract

We are seeking a contractor to lead the charge on maximizing our use of the HubSpot platform across sales and marketing functions, setting up processes and procedures for data management, and training local teams to become platform experts. This position will work with the National Marketing Manager as well as local staff at our three locations.

Lodgic Everyday Community

Lodgic Everyday Community is an exciting new concept, designed to address the nearly 50% of America's workforce that is self-employed, freelance, or remote-working in some capacity. Lodgic:

- Is the nation's first-ever destination that unites flexible coworking and offices, state-licensed drop-in childcare, meeting and event spaces, and all-day food & beverage under one roof.
- Is designed to support and empower modern working families, entrepreneurs, mobile professionals, and whole communities to thrive in their aspirations.
- Delivers an uplifting, service-oriented, collaborative, hospitality-forward experience that serves the modern worker's need for flexibility and support in key areas of life and at all times of day.

At Lodgic, users are welcome to plug in when they what and how they want, leveraging just one service area or all:

- **Lodgic Workplace**, designed to serve a variety of coworking needs for solopreneurs, small businesses, remote workers, or anyone who wants a creative, energizing, design-driven, hospitality-forward professional environment where they can enhance their productivity, enrich their professional network, and enjoy professional support and hosting services not otherwise available to today's on-demand workers and small businesses.

- **Lodgic Kids Camp**, enrollment-based drop-in childcare for children up to 12 years old, open to any parent who wants the best of both worlds: a high-quality, fully licensed, play-based learning environment and the flexibility of only paying for the care they use, with extended hours on nights and weekends, plus hourly and weekly package pricing available.
- **Everyday Kitchen** is a full-service, polished casual restaurant optimized to compete effectively in local dining markets with a modern comfort food menu centered on the restaurant's showpiece open-flame spitfire grill, plus creative takes on classic cocktails. Everyday Kitchen serves all dayparts, from mornings with a coffee, juice, and smoothie bar plus a wholesome menu of fresh-made pastries, salads, and sandwiches, to lunch, dinner, brunch, and happy hour specials. At select locations, an adjacent daytime casual cafe provides breakfast and lunch fare including all-day breakfast.
- **Lodgic Events** provides gathering spaces to host meetings, presentations, parties, and memorable catering or cocktail events.

Lodgic Everyday Community is designed as a scalable multi-unit brand poised for national growth. The first location opened in Champaign, IL, in 2018, followed by our second location in Madison, WI, in 2020. Louisville, KY, will open in 2021.

For more information, visit lodgic.org.

HubSpot Marketing & Sales Manager - Contractor

Core Job Responsibilities

OVERALL:

- Identify key areas of opportunity to maximize our use of HubSpot to show positive ROI for the tool overall.
- Develop SOPs for marketing and sales functions within HubSpot and train the local teams on how to implement.
- Create and manage workflows and email campaigns, including the template designs, calls-to-action, etc., within the HubSpot CRM platform.
- Maintain a full technical understanding of HubSpot and troubleshoot as needed.
- Work remotely with local Sales and Marketing teams.

- Activities include program flow builds, email creation, landing page creation, form creation, list uploads, and data management.

SALES:

- Partner with internal stakeholders to execute best-in-class HubSpot programs in support of the buyer's journey, including adoption, retention, and expansion initiatives.
- Measure results and benchmarking to optimize lead nurturing workflows for practice areas to convert leads into customers.
- Database management and weekly, monthly, quarterly, and annual scorecard reporting.
- Build smart, effective nurture programs, landing pages, and emails based on marketing and sales collateral. Collaborate with sales on weekly, monthly, and quarterly basis to determine campaign results and future action plans.

MARKETING:

- Create HubSpot functionality based on marketing and sales guidance from stakeholders.
- Campaign Management – create campaigns, tracking, and reporting based on the goals set forth by the marketing and leadership teams. Provide actionable recommendations to improve campaigns. Own campaign analytics, audience segmentation, and funnels.
- CMS content changes – responsible for simple CMS changes across six website platforms within HubSpot. Ensure consistency across platform and work with the National Marketing team and HubSpot developer to lead website changes.
- Work to minimize list decay and unsubscribes while increasing the productivity of email sent.
- Establish and deliver marketing reporting, dashboards, and analysis on program performance, conversions, attribution, and effectiveness.

Qualifications

- Extensive knowledge and proficiency in HubSpot.
- Experience taking an outbound marketing process and turning it into (or complementing it with) an inbound marketing effort.
- Experience in retail, food & beverage, or childcare industries a plus.
- Experience in multi-unit/multi-location businesses.
- BA or master's in marketing or another related field.
- 5-7 years' experience in marketing or marketing-related field.

Contract Position

This job is a contract position. We are looking for a 2-3 month initial contract with up to 120 hours per month.

Project Work

Below is a list of potential projects that this contract position would undertake:

- Integration Data Management – ensure data from other marketing platforms is integrating into HubSpot correctly (Nexodus, DIC3E, OpenTable, etc.).
- Permissions/Teams – setting up roles/responsibilities/permissions by location to ensure correct siloes for email, social, and sales functionality.
- Sales Hub – working with local teams to develop the sales funnel process within HubSpot utilizing workflows and automations to make the teams more efficient.
- Email Management – work with the National Marketing team to create processes for proper email management and list creation.
- Report Building – work with National Marketing team to develop reports to show ROI of various marketing and sales campaigns.
- Training – lead training for national and local teams on how to use various parts of the HubSpot system.

To Apply

Please submit your qualifications and a cover letter to careers@lodgic.org.