Job description

# Senior HubSpot CRM Consultant

Helping education organisations grow using HubSpot

hubgem.co.uk





# Who are HubGem?

## Hello - lovely to meet you!

We're HubGem – a specialist digital growth and HubSpot CRM consultancy working exclusively with education and purpose-led organisations around the world. From independent schools and colleges to universities and Training Providers, we help organisations grow by simplifying complex systems, improving engagement and building better relationships using HubSpot CRM, data and AI.

We're proud to work with education organisations across the globe. But what really defines us is how we work – with empathy, clarity and a genuine understanding of life inside education.

We're a fully remote, connected team who care deeply about people – our clients and each other.

In 2026, we were recognised as the **#1 World's Happiest Workplace** – something we're incredibly proud of.

If you're looking for a role where you can build meaningful relationships, make a real difference in the education sector, and be part of a team that genuinely cares – you'll feel right at home here.



# Why join our team?

At HubGem, you'll join a close-knit, supportive team that cares deeply about doing meaningful work – and doing it well.

We value people who enjoy thinking independently, taking ownership, and contributing ideas that genuinely improve how things work. You'll be trusted to do your role with care, professionalism and confidence, while knowing support is always close by.

Although we work remotely, we're highly connected. We collaborate openly, share knowledge generously, and make time to learn from one another.

Above all, we believe great work comes from happy, healthy people. That belief shapes how we lead, how we support one another, and how we continue to build a workplace where people can thrive long term.

- Hybrid/Remote positions - work wherever you can get a good internet connection!
- Regular team calls - a chance to share ideas, help each other out and chat to colleagues
- Multi-award-winning company culture
- Flexible approach to your working hours
- Two fun in-person strategy and team-building days per year
- Laptop, equipment and all software provided
- Exciting opportunity to join a rapidly growing small business
- Make a real impact to education and non-profit clients around the world
- Time and budget invested in the ongoing professional development of our employees
- Clear career progression pathways
- Join and collaborate with an exciting global HubSpot partner community
- Opportunities to attend events such as award ceremonies, the annual HubSpot marketing conference in USA, and Dublin for HubSpot meetings, training and networking




# Your wellbeing matters

**Employee wellbeing Initiatives**

- Flexible remote working: We know that life gets busy and it can be hard to fit everything in, we are committed to providing a flexible approach to your working day. If you need an hour out to take a breather, go for a walk, have an appointment, look after your children, pets... or anything else, then just make the time up elsewhere.
- Wellness Wednesdays: One day every quarter, block out your diary with a wellness based activity of your choice!
- Headspace Subscription: Looking after our mental health has never been so important, we encourage our team to take the time to de-wind, meditate, relax or simply learn healthy mindful habits.
- Time to learn: A love of learning is something to be celebrated which is why we offer 10 hours per month for your own professional development.
- Team building: Monthly team building calls, coffee mornings and 'donut' calls to connect with your team members.
- Rewards: We want to make sure that you are recognised for doing a good job and reward with gifts, bonuses and shout-outs!
- Wellbeing Platforms: We offer wellbeing workshops and webinars, a dedicated wellbeing Slack channel, wellbeing check-in's and monthly wellness recommendations.
- Health: You will have access to our Occupational Health provider, MediGold Health and the NHS approved Thrive app. We also love taking part in company wellness challenges to support our team's wellbeing!
- Deskmate: We know that standing improves blood circulation and energy. We provide employees with a Deskmate if requested, allowing you to quickly and easily switch between your regular desk and a standing desk.

**Visit our website to find out more about our other initiatives**




# Award winning culture

Named **#1 World's Happiest Workplace 2026** and winner in 8 further categories

Named a **Global Top 100 Inspiring Workplace** by Inspiring Workplaces 2026.

**'Best Customer Service Team', 'Best Employee Wellbeing Strategy', 'Great Place to Work'** and **'Excellence in Improving Customer Outcomes'** finalists at the Engage Awards 2026.

'**Best Leadership Development Programme'** winners at the Business Awards UK 2026 Regional Awards.

'**Best for All-Round Flexibility'** finalists at the Working Families Best Practice Awards 2026.

**Most Flexible Workplace 2026** finalists at the Great British Workplace Wellbeing Awards.

**Best Employee Wellness Programme 2026** finalists at the Health & Wellbeing Awards

Named '**SME of the Year 2025**' at the British HR Awards.

'**Best Wellbeing In The Workplace Strategy 2025**' finalists at the Great British Workplace Wellbeing Awards.

'**Most Dedicated Employee Wellbeing Champions 2024**- Lincolnshire' by Corporate Vision (HR & Employment Awards).

'**Best Employee Wellbeing Strategy 2024**' finalists at the Engage Awards.

'**Culture Initiative of the Year**' and '**Technology Partner of the Yea**r' finalists at the British HR Awards 2024.

Named '**Great Place To Work 2023**' winner at the Engage Awards.

'**Best Use of Tech**' and '**Most Inspiring HR Leader of the Year**' finalists at the Great British Wellbeing Awards 2023.

Nominated at the CIPD People Management Awards 2023 for our '**Culture and Wellbeing Strategy**'.

'**Company Culture Excellence Award**' winners at SME News Awards 2021.

'**Best Support for Remote Workers**' finalists in the Great British Workplace Wellbeing Awards 2021.




# Our values

We are passionate about helping people

We simplify the complex and give our clients the confidence and skills they need to succeed

We always provide a high-quality and efficient service

We are transparent, friendly, genuine and empathetic

We provide a positive, supportive, flexible, inclusive and collaborative working environment in which our team and clients can thrive

**"I can honestly say I've never enjoyed a role as much as this one!**

**The team support and morale is amazing and there is a real good focus on the importance of work life balance.**

**My voice is genuinely heard and respected here and there are so many unique and exciting opportunities to grow within an amazing innovative business!"**

**"Never have I felt so embedded and valued within a company, and this alone drives me to deliver the best possible work I can. I love delivering great sessions to clients and watching as HubSpot transforms their working lives, and internally I love working with such an amazing, caring & dedicated team."**

# Equal opportunities statement

We are committed to promoting equal opportunities in employment. You and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

We are also committed to providing equitable treatment to all those we deal with as an organisation, including clients, customers and suppliers.

If you require any reasonable adjustments as part of the recruitment process due to a disability or health condition, please notify us by email at hr@hubgem.co.uk as soon as possible. We will work with you to ensure that we can make any reasonable adjustments to ensure that the recruitment process is fair and does not put you at a disadvantage.



# Job description

We are looking for a Senior HubSpot CRM Consultant to join our team to help us build the profile of HubGem Marketing and deliver exceptional support to our clients. This role will be responsible for delivering inbound marketing strategies to a range of non-profit and education organisations, as well as supporting and training junior team members to deliver excellent support.

This role also offers an exciting opportunity to work with a wide variety of clients, including large and complex businesses using HubSpot tools for their unique processes. Therefore experience using HubSpot and supporting clients in these settings is a necessity.

This is a unique opportunity to progress into a mid-management position and directly support with and shape the future of our company.

We are fully remote team but work closely together with a fun, collaborative and exciting team-working approach. This role is remote with regular meetings via Zoom and occasionally in-person.

Our ideal candidate thrives when working remotely, is highly self-motivated, and is a team player. They must be confident in meeting new people, consulting with clients, delivering training, getting involved with sales, and supporting junior development.

This is a permanent position with the opportunity to adjust the role as the company grows, to reflect changing responsibilities and a changing business landscape.

Salary: £31,500-£34,000 per annum
Regular salary reviews, a bonus scheme and opportunity for progression.

Hours: 38.5 hrs per week (Monday- Friday)
Includes a 4pm finish on a Friday.

Holiday: 30 days per annum, inclusive of Bank Holidays

Location: Remote with some in-person events (employees must be UK based)

# Role responsibilities

**CLIENT FACING RESPONSIBILITIES**

- Successfully deliver HubSpot onboarding services, training, and ongoing support to a range of clients
- Plan and deliver marketing and admissions strategic consulting sessions both online and in-person, delivering sector best practices to help clients achieve their goals
- Respond to technical and strategic queries from clients
- Deliver technical set-up, data migration and other technical CRM services to clients
- Proactively work with the Director of Customer Experience and Customer Experience Manager to review and improve our services and ensure our clients receive a high quality, supportive, and valuable experience when working with us.
- Record and share informative video course content

**TECHNICAL RESPONSIBILITIES**

- Proactively engage with content and events to learn about new HubSpot features and support Consultants and CRM Executives to use these features with their clients
- Document examples of good practice in HubSpot accounts and share successes from across the consulting team
- Working with the Marketing team as well as the Director of Customer Experience, and Customer Experience Manager, identify effective ways to engage with our clients regarding the latest HubSpot features
- Provide technical help to Consultants and Execs in the Slack #help channel
- Deliver occasional training sessions to team members
- Engage with Academy videos, and other training opportunities to continue to develop understanding of HubSpot tools and share this information with the team

# Role responsibilities

**LINE MANAGEMENT RESPONSIBILITIES**

• Possible line management responsibilities for Junior Consultants - to include 1-2-1s, regular reviews, and the provision of support and guidance on HubSpot and HubGem best practices

**MARKETING RESPONSIBILITIES**

•Maintain an active LinkedIn presence to engage with clients and prospects, and further build HubGem's reputation online

• Host engaging HubSpot User Groups (HUGs) and work with the Marketing team to provide ideas for interesting topics for upcoming sessions

• Share content with the Marketing team to promote new HubSpot features and how they can be applied within our target markets

**SALES RESPONSIBILITIES**

- Upsell and cross-sell products and services to customers
- Occasional event attendance to promote HubGem to external audiences
- Support direct reports with up-sell and cross sell opportunities where relevant
- Support with the delivery of HubSpot demos to new clients
- Accurately record all interactions with customers and prospects in HubSpot CRM
- Adhere to internal sales processes and customers service processes
- Adhere to HubSpot partner agreement at all times

# Person specification

**ESSENTIAL**

- Previous experience in education (ideally within marketing, sales, or admissions)
- Experience of using HubSpot software as a super user, project champion or advanced user
- Experience in providing an empathetic and supportive attitude towards both clients and co-workers
- Excellent communication and interpersonal skills
- Self-confidence and the ability to build strong working relationships quickly
- Creative thinker and problem solver
- Self-motivated and able to work efficiently from home/remotely
- Excellent organisational and time-management skills
- Data-driven and research-oriented
- Comprehensive technical experience in using HubSpot CRM
- Excellent writing skills, with experience of writing for marketing purposes (blogs/emails/web content)
- Ability to work independently, remotely and as part of a small team
- Ability to provide exceptional customer service and train others on how to do the same
- Experience using Microsoft Office and Zoom

**DESIRABLE**

- Experience of marketing strategy
- Experience in implementing HubSpot
- Experience in providing training and conultancy
- Experience of integrating HubSpot with other systems
- Experience with ISAMS, SIMS or other similar MIS system
- Experience of managing admissions in an education setting
- Educated to degree level (preferably in Marketing, Media, Business, Education or a related discipline)

**"Clients are varied in size and set-up, each with their own unique challenges and goals, meaning no two days are the same and the opportunities for professional growth are endless!"**

"The work/life balance at HubGem is great. A flexible approach to working hours means I no longer feel like I am spinning plates but have capacity for all of the things that are important to me."

"It's evident that it's both a company that cares and a company that's growing. There's a range of employee wellbeing initiatives that are available on top of an already relaxed and friendly work atmosphere; the company is clearly growing at a rapid rate and Gemma is putting in the effort to make sure every employee grows with the company in the direction they want for their own personal development."

"The culture at HubGem is nothing I have seen or experienced at a company before. There are so many well-being initiatives that cater for every team member. Everyone in the team are genuinely kind, supportive of one another, helpful, understanding, and a joy to work with"


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