

HUBGEM

Job description

HubSpot CRM Executive

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



ALL
companies
have a
CULTURE



Whether
intentional or
not

Your wellbeing matters

Employee wellbeing Initiatives

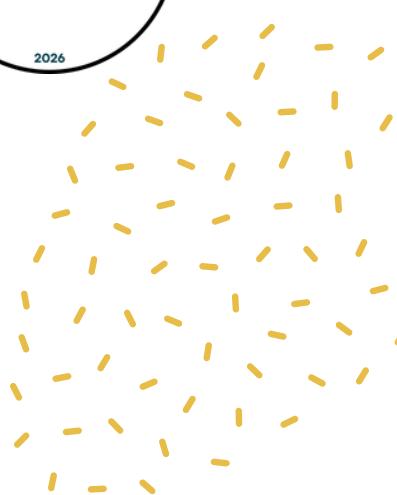
- Flexible remote working: We know that life gets busy and it can be hard to fit everything in, we are committed to providing a flexible approach to your working day. If you need an hour out to take a breather, go for a walk, have an appointment, look after your children, pets... or anything else, then 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 25/2026** and winner in 8 further categories
- 🏆 **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 Year**' 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."



Job description

We are looking for a HubSpot CRM Executive to join our team to help us build the profile of HubGem Marketing and provide high quality CRM support to our clients. The Executive role is responsible for supporting our Consultants with delivering inbound marketing and technical support for our education clients across the globe.

This role includes full training on using HubSpot CRM and other softwares that we use. For the right candidate, this role can lead to promotion to our exciting Senior Marketing & CRM Executive position (click the link to learn more).

This is a unique opportunity to join a rapidly-growing business and grow your CRM technical skills in a friendly team making a big impact.

We are a 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-directed, technically minded and passionate about the power of a CRM, with an eagerness to learn. They must be confident in meeting new people and have a good standard of written and spoken English. Experience working with education organisations is desirable.

This role has the opportunity to adjust as the company grows, to reflect changing responsibilities and a changing business landscape.

Salary: £25,446 - £26,500 per annum
Regular salary reviews, a bonus scheme and opportunity for progression.

Hours: 38.5 per week

Holiday: 30 days per annum, inclusive of Bank Holidays

Location: Remote with some in-person events

Role responsibilities

CRM & Client Service Responsibilities

- Attend client calls and provide technical CRM and administrative support to our consultants as part of client HubSpot CRM onboarding, training, and consultation
- Alongside our consultants, deliver technical CRM set-up, data migration (imports) for clients
- Refer incoming support queries from clients to consultants and liaise directly with clients
- Deliver occasional client-facing services, to support the consultants and to prepare for future progression
- Provide first line support to clients with technical questions
- Complete training as required - including but not limited to HubSpot Academy, 1-2-1 training sessions on Zoom, and occasional in-person training sessions.

Marketing Responsibilities

- Support with developing resources aimed at helping colleagues and clients learn HubSpot tools and inbound strategy
- Provide maintenance and content updates for website, directory sites and digital channels
- Support with organising and delivering marketing events
- Support the marketing team in maintaining a rich content/editorial calendar that attracts a qualified audience (including blog posts, videos, whitepapers, ebooks, reports, webinars, infographics, social media posts etc.)

Sales Responsibilities

- Support the Sales Team with technical queries, and maintaining CRM records and clean data
- Support management with producing reports
- Create and share Vidyard video emails to prospects and customers (training provided)
- Adhere to internal sales processes and customers service processes
- Adhere to HubSpot partner agreement at all times



Person specification

Essential

- Extremely self-directed, able to take full ownership of your work, and confident making informed decisions without detailed guidance.
- Comfortable operating in ambiguity and able to use sound judgement to move things forward without waiting for step-by-step instruction.
- Confident with a high level of autonomy.
- Excellent communication and interpersonal skills
- 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
- Excellent writing skills
- Ability to provide exceptional customer service and experience in a customer-facing role
- A desire to learn, willingness to ask questions and ability to learn quickly

Desirable

- Educated to degree level (preferably in Marketing, Media or a related discipline)
- Experience of using HubSpot software or another CRM/MIS system
- Experience of marketing automation
- Experience working in a remote role
- Previous experience in education and/or non-profit marketing or admissions

"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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