

DHARMA

CRM MANAGER

Format: Salaried, Full Time

Based: Remote, preferred time zones between GMT-6 and GMT+2

Start date: ASAP

JOB SUMMARY

We are seeking a highly skilled and motivated CRM Manager with expertise in HubSpot to join our communications team. The CRM Manager will own responsibility for optimizing customer relationships, managing our CRM system, ensuring data accuracy and driving strategies to enhance customer engagement and satisfaction. The selected candidate will bring previous HubSpot experience to optimizing customer engagement, streamlining processes, and enhancing our overall business performance.

The CRM Manager will be responsible for the strategic implementation and day-to-day management of HubSpot, serving as the subject matter expert for the platform. This role involves working cross-functionally with sales, marketing, and customer service teams to ensure a seamless customer experience, data accuracy, and effective use of HubSpot's capabilities. The successful candidate will be an experienced CRM manager, highly collaborative, creative, analytical and data-driven.

RESPONSIBILITIES

- Own responsibility for the HubSpot CRM, leveraging professional experience to evolve this key sales and marketing tool
- Customize the HubSpot CRM to align with the company's specific needs and goals
- Configure workflows, automations, and integrations to streamline processes, continuously optimizing HubSpot to improve data quality and operational efficiency
- Provide HubSpot training and support to team members
- Serve as the go-to resource for HubSpot-related inquiries, stay up-to-date with HubSpot's latest features and best practices
- Ensure compliance with data privacy regulations (e.g., GDPR) and implement data security measures to safeguard customer information
- Own CRM administrative responsibilities including building and sending guest journey emails, uploading and creating lists within HubSpot, and creating and testing workflows
- Own maintenance responsibilities including maintenance of workflows (managing forms, abandoned carts, booking and sales pipeline)

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- Managing escalations and work with engineers to promptly resolve issues such as emails or bookings not appearing, automated emails not being sent
- Manage and report on CRM metrics for internal team and talent (click rate, open rate, etc.)

SKILLS

- Proven experience as a CRM Manager, with a focus on HubSpot
- Ultra proactive, self-motivated, and tenacious
- Strong interpersonal skills, and experience working with cross-cultural and geographically dispersed teams
- Highly polished professional English, both written and spoken
- Experience in a remote, fast-paced, dynamic start-up environment preferred
- Experience with Rezdy, Monday.com, Google Drive, and Slack preferred but not required
- HubSpot certifications (HubSpot Certified Administrator, HubSpot Certified CRM, etc.) preferred.
- Proficiency in using HubSpot CRM, marketing automation, and sales enablement tools
- Strong analytical skills and the ability to turn data into actionable insights
- Knowledge of best practices in customer relationship management and inbound marketing
- Attention to detail is a must, and a commitment to data accuracy and privacy

HOW TO LEARN MORE

Thank you for your interest in DHARMA. We appreciate your enthusiasm.

To apply for this position, please send us your CV and cover letter. To do this you can submit the job application form linked [here](#).

ABOUT DHARMA

Our mission is to bring the world together through the power of shared experience.

DHARMA is a fast-growing, travel-tech startup who's innovative B2B2C business model creates, builds, launches, and operates trips for influential people and brands created around passion points - from fashion to wellness to food and wine. Our dynamic, enthusiastic team has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.