

Department: Marketing

Location: Meyreuil, France

Employment Type: Full-Time

Level: Mid-Level Reports

To: Chief Marketing Officer

The Performance Marketing Specialist drives measurable results across digital channels, leveraging advanced HubSpot CMS expertise and a marketing agency background. This role executes and optimizes paid and organic campaigns, automates lead generation, and enhances website performance, with a focus on search engine advertising (SEA), social/email campaigns, and SEO. Collaborating with the CMO, the specialist delivers data-driven strategies to achieve marketing goals.

Key Responsibilities Paid Campaigns & SEA:

- In collaboration with CMO, roll-out search engine advertising (SEA) and paid campaigns on platforms like Google Ads, Meta Ads, or LinkedIn Ads, optimizing bids in auction-based pricing systems to maximize ROI.
- Monitor paid campaigns, adjusting budgets and targeting to meet performance KPIs.
- Integrate paid campaign data with HubSpot for unified analytics and lead tracking.

Marketing Campaigns & Automation:

- Execute social media and email marketing campaigns using CMO-provided content, optimizing for engagement and conversions.
- Propose and implement HubSpot workflows to automate campaign delivery, lead nurturing, and customer engagement.
- Analyze campaign performance metrics, providing insights to improve effectiveness.

Website Performance & Lead Generation:

- Define and track website KPIs to evaluate performance, recommending enhancements to boost conversions.
- Implement HubSpot automation workflows to streamline lead capture and qualification, ensuring seamless CRM integration.
- Support lead generation by optimizing processes for scalability and data accuracy.

SEO & Analytics:

- Conduct SEO audits and keyword analysis, executing improvements to enhance organic search rankings.
- Use tools like Google Analytics, SEMrush, and Google Ads to monitor website, campaign, and paid media performance, delivering actionable recommendations.
- Maintain performance dashboards to report KPIs and trends across all channels.

Qualifications

- 3+ years of experience in a marketing agency or similar environment, with expertise in digital marketing.
- Advanced proficiency in HubSpot CMS/CRM for campaign management, workflows, and automation.
- Experience managing SEA and paid campaigns using auction-based pricing systems (e.g., Google Ads, Meta Ads), alongside social media and email campaigns.
- Strong knowledge of SEO best practices and analytics tools (e.g., Google Analytics, SEMrush).
- Analytical mindset to set KPIs, interpret multi-channel data, and drive performance improvements.
- Strong organizational and communication skills to collaborate with the marketing team.
- Bachelor's degree in Marketing, Business, or a related field (or equivalent experience).

Preferred Qualifications

- Certifications in HubSpot, Google Ads, Google Analytics, or SEO.
- Familiarity with additional platforms (e.g., Salesforce, LinkedIn Ads).
- Basic knowledge of web development (HTML/CSS) for minor website optimizations.