

SPITFIRE INBOUND (PTY) LTD

Senior Inbound Success Strategist

REPORTS TO: Head of Inbound Success

JOB DESCRIPTION

ROLE PURPOSE:

As a Senior Inbound Success Strategist, you will be responsible for leading high-level client engagements, driving strategic HubSpot/CRM implementations, and mentoring the team. You will serve as the primary strategic advisor for key clients, ensuring their inbound marketing, sales, and customer success strategies are optimised for growth.

This role requires a deep understanding of inbound methodologies, HubSpot/CRM best practices, and business strategy to drive measurable success. As a senior team member, you will play a pivotal role in shaping client strategies, managing complex implementations, and contributing to thought leadership within Spitfire. You will also be expected to influence decision-making at the C-suite level, identify new opportunities, and ensure the team executes projects efficiently.

ROLE TASKS & RESPONSIBILITIES:

Strategic Client Management & Leadership

- Manage a portfolio of clients, providing strategic direction and insights.
- Lead complex HubSpot/CRM implementations, ensuring advanced configurations align with client needs and objectives.
- Attend internal reporting sessions as a strategic advisor, helping the team uncover Eureka moments and drive client success.
- Develop and execute data-driven strategies that align inbound marketing, sales, and customer success efforts.
- Identify new business opportunities within client accounts and collaborate with the team to drive growth initiatives.
- Provide high-level consulting to clients on how to leverage HubSpot/CRM for revenue growth and business success.
- Act as the face of Spitfire in high-level client and partner meetings, influencing C-suite decisions.



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HubSpot Implementation & Optimisation

- Lead and oversee HubSpot implementations, including CRM setup and integration with client systems.
- Provide advanced solutions and customisations within HubSpot, ensuring seamless adoption and execution.
- Deliver on implementation needs of the clients strategy
- Train and coach clients and internal teams on HubSpot functionalities, best practices, and optimisation techniques.
- Continuously refine HubSpot tool performance and strategies.
- Troubleshoot complex HubSpot challenges, working closely with technical teams to implement solutions.

Project & Campaign Management

- Own and manage client projects in Teamwork, ensuring timelines, scope, and budgets are met.
- Facilitate internal and external meetings, ensuring clear objectives, actionable discussions, and strategic alignment.
- Ensure detailed meeting minutes are captured and distributed to track action items and next steps.
- Maintain current HubSpot certifications relevant to the role to stay ahead of industry advancements.

Reporting, Research & Continuous Improvement

- Drive a data-first approach, ensuring insights inform decision-making at both the client and team level.
- Pull and analyse performance reports, extracting key insights and delivering strategic recommendations.
- Strategically guide Mid-level ISS in internal reporting offering guidance and training on data-driven insights.
- Stay updated on industry trends, competitive research, and HubSpot advancements, proactively sharing insights with the team.
- Contribute to thought leadership within Spitfire by sharing expertise, developing resources, and mentoring team members.
- Utilise AI tools to enhance work efficiency, ensuring all outputs are accurate, strategic, and data-driven.

Soft skills

- Strong written and verbal communication skills (internal & client-facing).
- Business acumen to align inbound strategies with revenue growth.
- Ability to manage briefs and client expectations effectively.
- Data-driven thinking to support strategy and performance measurement.

- Strategic decision-making and problem-solving, proactively addressing challenges.
- Collaboration and teamwork in a fast-paced, high-performing environment.
- Attention to detail and ability to meet deadlines.
- Confidence in facilitating meetings and presentations at all levels, including C-suite engagements.
- Time management and ability to prioritise multiple projects effectively.
- Ability to explain technical concepts to non-technical stakeholders internally and externally.
- Resilience and adaptability to thrive in a high-pressure, evolving agency environment.
- Adaptability and willingness to learn
- EQ & logic to navigate client relationships and internal dynamics effectively.
- Resilience and ability to work in a fast-paced environment

Technical skills:

- Proven experience in CRM strategy and implementation (verifiable)
- Familiarity with AI tools and strategy
- Deep knowledge in CRM reporting, attribution models, and automation strategies
- Google Drive & Google Suite for documentation and collaboration
- Advanced project management skills
- Data analysis and performance measurement, leveraging insights for strategic decision-making
- Ability to customise and optimise CRM solutions to fit unique client needs
- Process interrogation and efficiency improvements within the team
- Experience conducting training sessions to upskill clients and internal teams
- Review content for context and strategy on the client

Knowledge & Industry Expertise

- Strategic thinking and demonstrable experience engaging with clients
- Inbound methodology and CRM best practices
- Sales enablement strategies to support revenue growth
- Customer success principles to drive retention and satisfaction
- Industry trends and competitive research (both for clients & CRM)
- Single-view of the customer and how to leverage CRM systems for cross-functional insights
- Continuous process improvement, ensuring efficiency and effectiveness in execution
- Ability to transfer knowledge and mentor junior team members



We value our employees and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication and understanding online marketing and business development in a fast-paced and exciting setting. You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals throughout the company and industry.