

**Position Description: Inbound Marketing – Hubspot Specialist.**

Intellimeter Canada Inc. specializes in “Delivering Energy and Utilities Cost Information”, through advanced smart metering solutions. Our systems offer secure revenue class data collection plus the advantage of segregated data integration for Building Management Systems to support GREEN energy initiatives and LEED programs. Intellimeter offers accredited metering solutions through our in-house certified sealing and R&D facilities. Intellimeter delivers value-added web-based solutions allowing Global Access to monitor the usage of Water, Electricity, Gas, Heating, and Cooling utilities remotely.

Intellimeter offers a fun, fast-paced work environment, where you will be an important member of the team. As an Inbound Marketing Specialist, you will work under the supervision of one of our sales managers, and in collaboration with our marketing agency, to ensure you grow the target contacts from the daily interactions of the sales and service team, to program automated responses and workflow functionality to our web chat and blog and social media activity. You will also assist on the continuous website development to increase the number of web conversions while reducing its cost, and to improve the online presence of Intellimeter in the United States, Mexico, and Canada.

We are looking for a talented, team player, competitive qualified individual that thrives in the quick cycle environment of webstore sales, online marketing, and social media. You will play a fundamental role in achieving our ambitious development program to support our revenue growth objectives. The successful candidate must be comfortable in a hybrid environment where rapid change and continuous research on the functionality of search engine algorithms require fast effective responses.

**Responsibilities:**

- Revenue growth of webstore sales
- New market penetration (US and Mexico)
- Geographic expansion in Canada
- Improved positioning with Search Engines (Google & Bing)
- Grow Website traffic and Conversions
- Cost Reduction of click conversions
- Growth of the email audience
- Growth of followers on LinkedIn and other media outlets
- Growth of Intellimeter Advocates and On-line reviews



**Requirements:**

- Proficient in HubSpot inbound marketing automation, blogging & engagement software
- Knowledgeable of Shopify and other Web development tools
- Excellent writing skills in American English, and Mexican Spanish.
- Understand data collection tactics, demographics, buying trends, and marketing plans.
- Work with cross-functional teams to deliver marketing messages that improve brand awareness.

**Pay:**

- This is a permanent position paying a competitive salary. benefits, plus a bonus plan based on the successful completion of specific goals.

**Apply:**

<https://share.hsforms.com/1SX78jrGFQsqB6H14PixcqA2zf68>

