

HubSpot CRM Administrator

Educate.ie

About Educate.ie

Educate.ie is an Irish educational publisher producing curriculum-aligned books and digital learning resources for primary and post-primary schools. Our mission is to support teachers and students through high-quality, affordable educational materials developed by experienced educators.

As we continue to grow our publishing portfolio and digital learning platforms, we are expanding our use of HubSpot to better support our relationships with teachers, schools, and education partners.

We are looking for a **HubSpot CRM Administrator** to own and develop our CRM system, ensuring it supports our sales, marketing, and customer support operations effectively.

The Role

The HubSpot CRM Administrator will be responsible for managing and improving our HubSpot system to support how we engage with schools, teachers, and educational partners across Ireland.

This role will work closely with Sales, Customer Support, and Marketing teams to ensure that customer data is accurate, processes are efficient, and leadership has access to reliable insights.

The successful candidate will act as the **internal owner of HubSpot**, ensuring it evolves with the needs of the business.

Key Responsibilities

CRM Ownership

- Manage and maintain the HubSpot CRM platform across contacts, companies, deals, and custom objects
- Tailor the Sales CRM to the Irish "School Cycle." Configure deal stages specifically for the adoption of Junior Cycle and Leaving Certificate titles, including sample copy tracking.

- Build and maintain databases segmenting by school type (Primary/Post-Primary), subject departments, and geographical territories for our field sales team.

Sales & School Relationship Support

- Support the sales team in managing relationships with schools and teachers
- Configure pipelines for:
 - School adoptions
 - Sample book requests
 - Teacher outreach
 - School purchasing cycles
- Ensure field sales representatives can effectively track their school engagement activity

Customer & Teacher Data Management

- Maintain high-quality records for schools, teachers, and education stakeholders
- Manage duplicate records and ensure consistent data structures
- Define standards for how contacts, schools, and orders are recorded in the CRM

Reporting & Insights

- Build dashboards that track key performance metrics including:
 - School adoption
 - Marketing engagement
 - Sales performance
 - Customer support trends
- Provide leadership with clear insights into customer behaviour and sales activity

Process & Automation

- Build workflows to automate tasks such as:
 - Follow-ups for school sample requests
 - Lead routing to sales representatives
 - Customer Support follow up
- Identify opportunities to reduce manual processes and improve efficiency

User Training & Adoption

- Train staff across teams to use HubSpot effectively
- Develop internal documentation and best practices
- Act as the internal point of contact for CRM improvements and optimisation

Integrations & System Development

- Support integrations between HubSpot and other internal systems
- Assist in CRM enhancements as the company expands its digital products

What We're Looking For

Experience

- 2–5+ years experience managing a CRM system (HubSpot preferred)
- Experience supporting sales or operations teams
- Experience working with customer data, reporting, and automation

Skills

- Strong understanding of CRM data structures and lifecycle management
- Ability to translate operational processes into system workflows
- Analytical mindset with strong attention to data quality
- Strong communication skills and ability to work across teams

Nice to Have

- HubSpot certifications
- Experience working with education, publishing, or SaaS companies
- Experience managing CRM integrations
- Familiarity with marketing automation and customer lifecycle reporting

****Areas of focus for interview****

- **CRM Expertise:** A deep understanding of CRM logic, specifically managing the relationship between 'Accounts' (Schools), 'Contacts' (Teachers/Principals), and 'Deals' (Book Adoptions).
 - **Seasonal Management:** Proven ability to thrive under pressure during critical, high-stakes periods. Must recognize that August is the most crucial 'uptime' month for the business.
 - **Technical Integration:** Desirable experience with integrating HubSpot into e-commerce platforms or digital learning environments, such as EdPal.
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