BritishRedCross

JOB TITLE

Job Level	KF14	Kornferry Function	ITC
Directorate	Finance and Social Enterprises	Function/Service	RCT / Data
Direct Reports	N/A	Indirect Reports	N/A

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. Our Leadership Framework - RedRoom, along with Our values and behaviours - RedRoom and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about Equity, Diversity & Inclusion (EDI) at the British Red Cross - RedRoom here.

Purpose	The HubSpot Support Analyst plays a critical role in ensuring the smooth operation, optimisation, and strategic use of the HubSpot platform across Marketing, Digital, Data, Sales, and Service teams. By staying ahead of platform developments and aligning technical solutions with team needs, the analyst helps drive efficiency, insight, and impact in Red Cross Training.		
Budgetary responsibility/ accountability	N/A	Accountability for other resources	N/A
Key Responsibilities (max 4 headings, with a max of 6 bullets per heading)	**Triaging and system support** • Monitor system performance and alerts to detect anomalies or disruptions. • Investigate and triage reported errors or unexpected behaviour within HubSpot. • Collaborate with internal teams to gather context and replicate issues. • Escalate unresolved technical problems to HubSpot support or relevant stakeholders. • Document incidents and resolutions to build a knowledge base for future reference. • Recommend preventative measures to reduce recurrence of common issues. **Workflow Design and Automation** • Design and implement automated workflows tailored to team-specific needs. • Collaborate with stakeholders to gather requirements and map processes. • Test and validate workflows to ensure accuracy and reliability. • Maintain documentation for all workflows and automation logic. • Continuously optimise workflows based on performance metrics and feedback. • Stay current with HubSpot automation capabilities and apply new features where relevant. **Customer Data Management** • Oversee data entry standards and enforce data hygiene protocols.		

	• Perform regular audits to identify and correct inconsistencies or duplicates. • Manage segmentation, tagging, and property structures for optimal reporting. • Support GDPR and data privacy compliance efforts. • Collaborate with teams to ensure data supports campaign and service objectives. • Generate reports and insights to inform strategic decisions. **Platform Optimisation** • Monitor HubSpot product updates and assess relevance to internal operations. • Implement new features and tools to improve user experience and system efficiency. • Audit existing configurations and recommend improvements. • Coordinate with teams to align platform changes with business goals. • Provide training or guidance on new functionalities as needed. • Ensure compliance with best practices and governance standards. *The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.*
Knowledge & Skills *Mark Essential with a * (max 6*)* *Desirable max 3*	• Skilled in HubSpot CRM & optimising workflows expertise • System troubleshooting to diagnose & error resolution • Strong understanding of HubSpot data structure & property management • Customer data hygiene & governance.
Experience *Mark Essential with a * (max 6*)* *Desirable max 3*	• Proven experience of implementing HubSpot product updates & functionalities • Experience of cross-team collaboration & process mapping to support technical solutions • Managing HubSpot integrations (APIs) connecting to other platforms • Supporting GDPR & Data Privacy Compliance
Additional requirements	• Understanding lists and data segmentation

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	~~Adult/ Child/ Adult & Child Workforce~~/None
PVG- Scotland	~~Adult/ Child/ Adult & Child/~~ None
Access NI- Northern Ireland	~~Vulnerable Adult/ Child/ Vulnerable Adult & Child~~/None
Driver Check	~~Yes~~/No
International Roles Only	
International Police Check	~~Yes~~/No
International Driving Licence for manual cars	~~Yes~~/No

Role Reference		Review Date	

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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.