



DIGITAL MARKETING SPECIALIST

Interplay Learning provides a unique opportunity to work at the intersection of education technology, Virtual Reality, and enterprise software-- three dynamic sectors in technology. We are driven to use our leading Virtual Reality training technology to help the next generation of professionals and students build real skills for real jobs. We sell a cutting-edge product into "old-school" markets like HVAC, electrical, manufacturing, engine repair and the facility maintenance industry. High tech meets blue collar.

Interplay Learning is an 8-year-old software company with a fun culture and committed team. In March, we closed a Series A funding from top tier venture firms. This means we can present a rare combo: the stability of an 8-year-old company with the upside and excitement of a start-up. We seek a professional in the Austin, TX area for this hire. Big things are happening here and we're looking for more A-players to join our team. If you are interested in pursuing this opportunity, please apply by sending your resume to careers@interplaylearning.com.

WHY INTERPLAY LEARNING?

- We are uniquely positioned to make an incredible impact on the skilled trades industry. The skilled trades world is facing a critical skills gap leaving many businesses without the right talent to grow their business. Did you know that [60% of current skilled trades workers](#) will retire in the next 10 years? Our training allows businesses to fill open positions more quickly and more affordably.
- Interplay Learning was [named to the latest Inc. 5000 list](#), which ranks the top fastest-growing private companies in the United States. We've recorded more than 120% growth in a three year period to earn the spot.
- We were recognized by the [Bill & Melinda Gates Foundation for our contribution to accelerating education innovation](#). The \$100,000 prize was awarded for the exceptional work done by our developers on our proprietary Skillmill engine.
- We have secured partnerships with several of the largest OEM's in the world (equipment manufacturers) to develop custom solution training.
- [Virtual Reality is the next "Smartphone."](#) we believe that VR is poised to soon break through to the masses.

THE ROLE

We are looking for a *data-driven, creative and proactive* digital marketing specialist to help support various digital efforts including emails, automation workflows, landing pages, forms, reports, campaigns, blogs and CTAs within Hubspot. You will also be managing our social media and assisting with reporting. This person does need to be Hubspot certified. You will be working with the marketing team to implement emails, automation workflows, landing pages, forms, reports, campaign and CTAs. This person will be critical within our small marketing team to help create and drive campaigns. We're looking for someone who wants to learn and grow as part of our team. We don't want a button pusher, we want a strategic partner for our team.

KEY SKILLS REQUIRED

- 2+ years of Hubspot experience
- 5+ years of digital marketing experience
- Must have [Hubspot Marketing Software certification](#) (additional Hubspot certifications would be bonus) and have experience with:
 - Email creation
 - Forms
 - CTAs
 - Workflows
 - Landing pages
 - Blog
- Strong understanding of customer buyer's journey from pre-awareness to loyalty
- Ability to create landing pages and emails from Hubspot templates. BONUS - If you are an expert with Hubspot design templates and understand HTML.
- Exceptional knowledge of using social media to expand organic presence (specifically Facebook, LinkedIn, Twitter and Youtube)
- Must be exceptionally well organized. Able to work effectively with our team using Asana (project management tool)
- Knowledge of B2B, B2C and SaaS is a huge plus

WHAT DOES SUCCESS LOOK LIKE? Let's look at 1 year from now...

- You have big shoes to fill in this role and you proved from the very first day that you had exactly what it takes. You picked up everything (Hubspot related) seamlessly and didn't miss a beat.



- You actively participate in helping to develop strategic workflows, nurture emails and high-performing landing pages. You have been a critical piece in helping create a highly effective and scalable digital marketing strategy.
- You've been able to help the marketing team in making critical data-driven decisions.
- You have improved your communication skills as you've been able to practice sharing your ideas across multiple levels of the organization.
- You have earned yourself a reputation of being very insightful, creative and forward-thinking.
- You've been able to stretch your skills across multiple platforms which has given you a stronger understanding of the SaaS market.

READY TO APPLY?

- Submit resume detailing your experience
- Submit a cover letter explaining why you would be a great fit
- Send to: careers@interplaylearning.com