



## **CRM MANAGER**

### **Job Description**

RMC Group is looking for a full-time CRM Manager to join our team! Your primary responsibility will be to manage our Microsoft SharePoint and HubSpot platforms, as well as assisting with marketing campaigns within HubSpot. The ideal candidate will be skilled in CRM management, possess strong communication abilities, and thrive in a fast-paced environment. This position will report to the VP of Communications.

### **Responsibilities**

- Manage and optimize SharePoint and HubSpot platforms to ensure efficiency and effectiveness
- Collaborate with cross-functional teams to develop and execute marketing campaigns within HubSpot
- Utilize HubSpot tools to create and launch email campaigns targeted at specific audiences
- Assist in sales efforts by making phone calls to leads to schedule meetings based on marketing campaigns
- Analyze campaign performance metrics and provide insights for continuous improvement
- Stay updated on industry trends and best practices in CRM management and marketing automation
- Perform other duties as assigned by the Executive Team

### **Qualifications**

- Excellent organization and time management skills
- Ability to effectively communicate with colleagues and clients, both written and verbal
- Attention to detail and thorough when working on projects
- Bachelor's degree preferred, but not required
- Excellent PC skills including, but not limited to Microsoft Word, Excel, Outlook, and QuickBooks

### **Location**

Bonita Springs/Naples, FL

### **About RMC Group**

RMC is an international provider of risk management and actuarial consulting services. RMC specializes in the design and administration of innovative risk management and insurance products for the small-to-medium sized business. RMC offers a wide range of services which includes property & casualty solutions, life, health & annuity solutions, traditional insurance, insurance-based corporate finance solutions, comprehensive risk management, along with a wide variety of employee benefit plan programs and solutions. Visit [rmcgp.com](http://rmcgp.com) for more information.