

HubSpot Specialist - German speaking

We are looking for a hands-on HubSpot Specialist to join our Marketing Operations and Analytics team at Paychex Europe.

This role is focused on HubSpot configuration, automation, data quality and reporting in a B2B environment. You will work closely with marketing and sales teams across Europe, with a strong focus on **German-speaking markets**, ensuring HubSpot supports scalable, compliant and measurable marketing execution.

As HubSpot Specialist, you will be responsible for how HubSpot is structured, used and continuously improved. Your work will directly impact lead quality, campaign performance and the collaboration between marketing and sales.

What you'll do:

- Own and maintain the HubSpot marketing setup, including contacts, lifecycle stages, tracking and custom properties
- Build and optimize automated workflows for lead nurturing and lead qualification
- Create segmentation and review scoring models to enable deliver more timely, personalized communication
- Develop dashboards and reporting to measure engagement and marketing performance
- Manage HubSpot integrations with our website, CRM and external tools
- Lead A/B testing initiatives across emails and lead flows to optimize conversion and funnel performance
- Partner with the rest of the marketing team to launch multi-channel campaigns and BPE team to ensure end-to-end data consistency between HubSpot and CRM
- Identify opportunities to integrate AI tools to improve automation, personalization, and operational efficiency
- Prioritize the top marketing initiatives and redesign the workflows with automation and AI agents
- Ensure compliance with GDPR and other privacy standards across all systems and workflows

What we're looking for :

- 4+ years of marketing operations experience in a B2B SaaS
- Proficiency in HubSpot workflows, automation, reporting, and integrations
- Data driven mind set and understanding of lead generation, company/contact enrichment as well as campaign performance tracking
- Ability to scale the marketing use of AI, from pilot initiatives to playbooks and standardized operating procedures
- HubSpot certified in Marketing Hub
- Proficient in English and working level of **German language (C1 level or higher)**

Why choose Paychex Europe?

We strive to have a motivating and uplifting culture. Our offices are bright and open and located across Denmark (Østerbro, Allerød and Vejle) and Germany (Hamburg, Rostock, and Berlin), and we work closely together across teams. We encourage a social culture, and believe that being social with your colleagues makes taking on challenges together a lot more fun. You will be working in our office in Allerød, in a team that cares about its members and likes to have a good laugh. To sum it up: Plenty of learning and exciting challenges in a great work environment.

Interested?

If you are curious or have questions to this position please do not hesitate to contact Denica Stoyanova Nielsen at dstoyanova@lessor.dk!

We review applications and conduct interviews on an ongoing basis so we encourage you to apply as soon as possible.

We are looking forward to hearing from you soon!