

CRM, Revenue & Growth Lead

Skills People Group is a national provider of National Vocational Qualifications (NVQs), Pre-Employment Training Programmes, Adult Learning, Skills Bootcamps, and Compliance Training. We specialise in both commercial and funded training and are proud to be one of the UK's largest private training providers. Continued growth across our sectors, alongside significant funding success, has created an exciting opportunity for a commercially focused CRM & Revenue Lead to join our team.

Role Overview

We are seeking a technically capable, commercially minded, and data-driven CRM, Revenue & Growth Lead to transform how we use HubSpot, business intelligence, automation, and AI to drive commercial performance.

This role will own and optimise the organisation's HubSpot CRM platform, transforming data into commercial intelligence that drives employer engagement, lead conversion, operational efficiency, and revenue growth.

Through the application of automation, AI, analytics, and process improvement, the role will support strategic decision-making and create scalable systems that accelerate business performance.

Working closely with Sales, Marketing, Operations, Employer Engagement, and Senior Leadership Teams, you will turn fragmented business data into meaningful commercial intelligence that supports business growth and operational excellence.

The CRM, Revenue & Growth Lead will:

- Maximise the commercial value of HubSpot across the organisation.
- Drive employer engagement through intelligent automation and personalised communications.
- Improve lead generation, nurturing, and conversion rates.
- Develop AI-driven workflows and business efficiencies.
- Deliver actionable reporting and commercial insights.
- Support strategic decision-making through data analysis.
- Create scalable processes that improve sales productivity and revenue growth.
- Increase CRM adoption and data quality across the business.

Key Responsibilities

CRM Ownership & Optimisation

- Act as the business owner and subject matter expert for HubSpot CRM.
- Manage CRM configuration, workflows, dashboards, reporting, user permissions, and integrations.
- Develop and optimise CRM processes that support commercial objectives.
- Lead CRM enhancements and continuous improvement initiatives.
- Develop user guidance, training materials, and best-practice documentation.
- Deliver training and ongoing support to CRM users across the business.
- Conduct regular audits and data cleansing activities to maintain data quality and GDPR compliance.
- Ensure CRM data integrity, governance, and security.

Commercial Intelligence & Revenue Growth

- Analyse CRM and operational data to identify commercial opportunities.
- Develop employer segmentation strategies using data and AI.
- Build lead scoring models and predictive engagement frameworks.
- Identify dormant employers and re-engagement opportunities.
- Monitor employer engagement trends, buying signals, and sales performance.
- Generate actionable insights from employer, learner, and market data.
- Support sales and marketing teams with targeted campaigns and growth initiatives.
- Identify opportunities to improve employer acquisition, retention, and lifetime value.

Revenue Operations

- Own the sales pipeline architecture and reporting within HubSpot.
- Develop and maintain lead scoring, lifecycle stages, and revenue attribution models.
- Monitor conversion performance across the full employer journey.
- Support forecasting, pipeline visibility, and revenue reporting.
- Identify bottlenecks and opportunities throughout the sales funnel.
- Provide insight-led recommendations to improve commercial performance and revenue generation.

AI, Automation & Innovation

- Design and implement AI-assisted sales and marketing workflows.
- Develop automated lead nurturing and employer engagement programmes.
- Integrate AI tools into CRM and operational processes.
- Build automations using APIs, workflow platforms, and low-code tools.
- Explore emerging AI technologies and identify practical business applications.
- Improve efficiency through automation and process redesign.
- Experiment with Large Language Models (LLMs), AI agents, and predictive analytics to improve productivity and engagement.

Reporting & Business Performance

- Develop meaningful dashboards, reports, and KPI frameworks.
- Provide daily, weekly, and monthly performance reporting.
- Produce commercial and operational intelligence for leadership teams.
- Analyse trends and provide recommendations to improve performance.
- Support forecasting, pipeline management, and revenue reporting.
- Ensure timely delivery of accurate and actionable management information.

Stakeholder Collaboration

- Work closely with Sales, Marketing, Employer Engagement, Operations, and Leadership teams.
- Support campaign targeting, personalisation, and customer journey optimisation.
- Influence business decisions through insight-led recommendations.
- Promote a data-driven culture across the organisation.
- Identify opportunities to improve processes, systems, and performance.
- Always represent the company in a professional manner.
- Undertake any other duties reasonably required to support the needs of the business.

Person Specification

Essential Skills & Experience

- Degree in Computer Science, Data Science, Software Engineering, Artificial Intelligence, Business Analytics, or a related discipline.
- Experience managing and optimising CRM systems, preferably HubSpot.
- Strong analytical and problem-solving skills.
- Experience working with business data, reporting, and performance analysis.
- Knowledge of APIs, integrations, and workflow automation.
- Experience with Python, JavaScript, SQL, or similar technologies.
- Experience creating dashboards, reports, and performance metrics.
- Strong communication skills with the ability to engage non-technical stakeholders.
- Commercial awareness and understanding of revenue growth drivers.
- Ability to manage multiple projects and priorities in a fast-paced environment.

Desirable Skills & Experience

- HubSpot CRM administration and optimisation experience.
- Experience with Power BI, Tableau, Looker Studio, or similar business intelligence tools.
- Experience using OpenAI APIs, AI frameworks, or AI agents.
- Experience with Zapier, Make, n8n, or similar automation platforms.
- Understanding of B2B sales, marketing, and customer lifecycle management.
- Experience developing lead scoring and customer segmentation models.
- Exposure to cloud platforms and modern data architecture.
- Experience supporting revenue operations or commercial performance functions.

Personal Qualities

- Commercially minded with a strong focus on business outcomes.
- Passionate about using technology, AI, and automation to solve business challenges.
- Curious, innovative, and proactive.
- Highly organised and detail-oriented.
- Self-motivated and able to work independently.
- Collaborative and influential across multiple teams.
- Comfortable operating in a fast-paced, growth-focused environment.
- Driven by continuous improvement and measurable results.

Qualifications

Essential

- Degree-level qualification or equivalent professional experience in a relevant discipline.

Desirable

- HubSpot certifications.
- Professional certifications in CRM, AI, automation, analytics, or business intelligence.
- Microsoft Power BI or equivalent reporting certification.

In return, Skills People Group will give you:

- A competitive salary
- 25 days holiday + Bank Holidays along with 2 extra days annual leave after 2 years' service
- Employer contributory pension scheme
- A challenging and rewarding role in a successful and growing business.
- The opportunity to grow with a business.

Other details:

- You will report to the Commercial Manager
- You will be office based at Sheffield

Equality and Diversity

- It is the responsibility of the post holder to promote equality and diversity throughout the Group.
- The post holder will undertake their duties in full accordance with the Group's policies and procedures relating to equal opportunity and diversity.

Health and Safety

- To promote health, safety and welfare throughout the Group.
- To undertake their duties and responsibilities in full accordance with the Group's Health and Safety Policy and Procedures.

Safeguarding Children and Vulnerable Adults

- It is the responsibility of the post holder to commit to safeguarding and promoting the welfare of children and vulnerable adults within the organisation.
- The post holder will undertake their duties in full accordance with the Group's policies and procedures relating to safeguarding and promoting the welfare of children and vulnerable adults, e.g. dealing with learner issues i.e. safeguarding and referring on to specialist staff.
- This position is subject to an enhanced criminal records check from the Disclosure & Barring Service (DBS) and will be subject to satisfactory clearance of this check.
- If this position is classed as Regulated Activity, it is subject to an Adult & Child barring check.

Review

- The details contained in this job description, particularly the principal accountabilities, reflect the content of the job at the date the job description was prepared. It should be remembered, however, that over time, the nature of individual jobs will inevitably change; existing duties may be lost, and other duties may be gained without changing the general character of the duties of the level of responsibility entailed. Consequently, the Group will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.