

INTEGRATED MARKETING SPECIALIST (CONTRACT ROLE – POTENTIAL FOR FULL-TIME HIRE)

Location: Remote

About the role

We're looking for a hands-on marketing generalist who wants to be involved in *all things marketing*. This is not a narrowly defined role, it's an opportunity to gain broad exposure across events, digital campaigns, content, social media, email, website management, and client-facing materials.

We are a small, fast-moving team that delivers a high volume of work. This role is for someone who is ready to roll up their sleeves, take ownership, and contribute wherever needed. If you prefer highly siloed responsibilities, this won't be the right fit. If you want real responsibility, visibility, and the opportunity to shape your career quickly, you'll thrive here. This is a lot of scope for one role — intentionally. There is significant opportunity to lean into the areas where your strengths and interests lie and evolve the role over time.

What you'll do

You'll work across a wide range of marketing initiatives, including:

- **Event marketing & management** – supporting planning and execution of in-person and virtual events, managing logistics, coordinating vendors, and ensuring strong delivery
- **Social media marketing (organic & paid)** – developing and executing campaigns across platforms, particularly LinkedIn
- **Social media video editing** – editing short-form videos for social platforms, creating compelling clips from event footage, interviews, and long-form content
- **Email marketing** – building, deploying, and optimizing campaigns (HubSpot experience preferred)
- **Content development** – writing website copy, social posts, email campaigns, and marketing materials
- **Client presentations & sales materials** – helping develop polished, persuasive decks and supporting assets
- **Website management** – updating pages, optimizing content, and supporting performance improvements
- **SEO support** – assisting with keyword research, on-page optimization, and content alignment
- **Design support** – creating or editing light design assets (social graphics, event materials, campaign visuals)

This is a true generalist role. You'll work closely with leadership and cross-functional teams and contribute wherever support is needed.

What we're looking for

- Exceptional writing ability — clear, concise, persuasive communication is essential
- A true doer mentality — someone who executes, not just strategizes
- Comfortable working in a fast-paced, high-output environment
- Willingness to pitch in wherever needed
- Nimble, adaptable, and quick to learn
- Strong organizational skills and attention to detail
- Ability to manage multiple projects at once

Preferred (but not required)

- Event management experience
- HubSpot experience
- Paid social campaign experience
- SEO knowledge
- Experience managing website content (CMS platforms)
- Basic design skills (Adobe Creative Suite, Canva, etc.)
- Experience editing short-form social media video (Premiere Pro, CapCut, Final Cut, Canva, or similar)

Who this role is perfect for

- A marketer who doesn't want to be boxed into one narrow specialty
- Someone who enjoys variety and ownership
- A self-starter who thrives in a lean team
- An early-to-mid career professional who wants accelerated growth and exposure
- Someone who takes pride in being reliable, responsive, and execution-focused

What you'll gain

- Broad exposure across nearly every core marketing function
- Real ownership and visibility
- The opportunity to shape the role based on your interests and strengths
- Experience working on high-profile initiatives within a high-performing team
- A fast learning curve and meaningful responsibility

About HFS Research

HFS Research is a leading, privately held global firm known for its independent, no-nonsense perspectives based on thorough research, reliable data, and personal engagements with industry leaders. We have achieved consistent year-over-year growth, including double-digit growth amid a global pandemic.

Our mission is to help our clients—major enterprises, tech firms, and service providers—tackle challenges, make bold moves, and bring big ideas to life by arming them with accurate, visionary, and thought-provoking



insight into issues that impact their business. Our clients rely on us for a no-BS perspective on how to turn the mysteries of new services and technology trends into revenue creation and growth for their businesses and services.

With a focus on enterprise innovation, enabling technology, reimagined business operations, and industry-specific research, HFS Research is dedicated to shaping the future of technology and business services.

Why Join HFS Research?

- Be part of a globally recognized analyst firm that influences industry standards and practices.
- Work with a team of experts committed to delivering high-quality, impactful research.
- Engage with leading organizations and industry leaders to drive meaningful change.
- Enjoy opportunities for professional growth and development within a dynamic and innovative environment.

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