

HubSpot User Roles Guide

Use the chart below to determine which HubSpot tools your account users have access to.

HubSpot Tool	Administrator	Marketer	Content Creator	Business Analyst	Blog Publisher	Blog Author	Sales Rep
Dashboard							
Dashboard	✓	✓	✓	✓	✓	✓	
Personas	✓	✓					
Content							
Design Manager	✓	✓					
Pages (Landing Pages, Site Pages)	✓	✓					
Blog	✓	✓	✓		✓	✓	
Email	✓	✓					
Calls-to-Action	✓	✓	✓				
Campaigns	✓	✓					
Calendar	✓	✓					
Template Marketplace	✓	✓	✓	✓			
Content Settings	✓	✓					
File Manager	✓	✓	✓				
Social Media							
Inbox	✓	✓	✓				
Monitoring	✓	✓	✓				
Publishing	✓	✓	✓				
Reach	✓	✓	✓				
Social Settings	✓	✓	✓				
Contacts							
Contacts Home	✓	✓					✓
Prospects	✓	✓					✓
Lists	✓	✓					
Workflows	✓	✓					
Forms	✓	✓					
Imports	✓	✓					
Contacts Settings	✓	✓					✓
Reports							
Reports Home	✓	✓		✓			
Sources	✓	✓		✓			
Page Performance	✓	✓		✓			
Keywords	✓	✓	✓				
Competitors	✓	✓		✓			
Events (Enterprise Only)	✓	✓		✓			
Reports Settings	✓	✓		✓			
Settings							
My Profile/Notifications	✓	✓	✓	✓	✓	✓	✓
Company/Billing Info	✓	✓					
Users	✓						
Other							
Integrations Settings	✓	✓					
Sales							
HubSpot CRM	✓		(all other users must be given Sales access by an administrator)				✓

Roles Available by Product Type:

Basic: Administrator

Professional & Enterprise: Administrator, Marketer, Content Creator, Business Analyst, Blog Publisher, Blog Author, and Sales Rep.