

JOB DESCRIPTION

Sr Marketing Technology Consultant

JULY 2022

As a Senior Marketing Technology Consultant, you are responsible for making our clients' MarTech stacks sing. As you are aware, MarTech is foundational to driving the type of engagement, lead management, and analytics that enables marketing to be strategic and a key contributor to pipeline and revenue.

Working closely with our clients, partners, and our strategy and content consultants, you are the sensei that enables our clients to transform their stack and deliver wow moments to their marketing executives.

As a Senior Revenue Marketing Consultant, you have expertise in translating growth and revenue priorities into healthy sales pipelines using B2B marketing strategies. You are fluent in all aspects of B2B pipeline development and demand generation.

YOUR MISSION

ENABLE OUR CLIENTS TO GET THE MOST OF THEIR MARKETING TECHNOLOGY STACK, ENABLING ADVANCED ENGAGEMENT MARKETING, LEAD MANAGEMENT, AND ANALYTICS.

YOUR MINDSET

ENABLE OUR CLIENTS TO GET THE MOST OF THEIR MARKETING TECHNOLOGY STACK, ENABLING ADVANCED

YOU NEED TO BE

- + Client-oriented, creatively identifying areas of opportunity to drive value back to their business
- + Transformative, problem-solver with innovative ideas.
- + Self-driven and passionate about performing at the highest level.
- + Original with fresh, innovative thinking.

YOUR RESPONSIBILITIES

Don't let this list get in the way of delivering success. Do what it takes and be original in identifying how you can add value. That said, here's a starting list of typical responsibilities:

- + **Marketo implementations:** Working with new clients, you implement all aspects of Marketo to get them up and running, and then incrementally using progressive elements of the platform to drive engagement, pipeline creation and conversion.

- + **Marketo optimization:** You help clients get more out of an existing implementation by building or optimizing lead scoring, lead nurturing, revenue models, analytics and more.
- + **Marketo best practice development:** You develop and document Marketo best practices, working with your colleagues.
- + **Manage Associate Consultants:** You will likely manage 2-3 associates and will assign, oversee, and QA project tasks. You will participate in the learning and development of your team members through client-focused working sessions and via task support where needed.
- + **MarTech applications:** You implement and integrate our ecosystem of MarTech partner applications to help clients extend the value of their Marketo investment and drive greater funnel performance. Apps include Influitive, SnapApp, Vidyard, Uberflip, Reachforce, and more.
- + **Implement Client Programs:** From a strategy perspective, you will support program implementation by leading client conversations and acting as the expert resource when problem solving with the team.

Your Qualifications

As a consultant working with some of B2B's top brands, you are the bees' knees of MarTech experts. Here are some of your skills and attributes:

- + You are a problem solver who brings fresh, original thinking to client problems.
- + You have a glass half-full approach. You are unfazed by issues, persevering to find answers.
- + You like people. They like you. You work well together.
- + You speak well – articulating your ideas, insights, and solutions clearly to our customers.
- + You like technology and you are in the know with the latest MarTech innovations. Especially Marketing Technology. You are a Marketo Certified Expert with at least three years experience implementing and managing the platform and executing programs. Knowing other MA platforms would also be a really nice thing.
- + You have plenty of experience orchestrating technology implementations.
- + You have a university degree, college diploma, or equivalent work experience.
- + You are organized, with an ability to manage multiple project elements at once.
- + You have a thirst for life in general, with personal passions – we like well-rounded people!

What We Offer

WE TAKE WHAT WE OFFER YOU SERIOUSLY! HERE'S WHAT WE STRIVE TO PROVIDE FOR YOU:

- + A fun culture – our team genuinely feels a strong connection to one another, our company mission, and the clients we serve.
- + Learning and growth opportunities – our individual Learning and Development Plan ensures you grow. Additionally, working with various clients in various industries on various projects keep your mind strong and your ideas fresh.
- + Competitive compensation.
- + A strong healthcare benefits plan.
- + The latest technology – we love leading cloud-based apps that integrate with one another and make it easy to do our jobs.
- + A commitment to employee well-being. This is one of our two founding principles. Our respect

for work-life balance manifests in the form of a healthy vacation policy, the ability to work from home and a genuine focus on not overloading employees with projects.

This is a full-time position. Demand Spring is a virtual marketing consultancy. So, you get to work from home for the foreseeable future. If you're interested, please send CV to careers@demandspring.com.