



Salesforce Marketing Cloud Strategic Consultant

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

At ListEngage, we believe that talent trumps location, and that communication, respect, and team work are the values that enable us to deliver for each other, our stake-holders, and our customers.

We are currently seeking an experienced Strategic Consultant to help our clients get the most out of their Salesforce environment. You will guide clients toward a path-to-value by gathering and understanding all client business requirements and marketing goals, and aligning those initiatives with the features and capabilities in Salesforce and integrated platforms.

What we are looking for

- Ten years of experience in a marketing strategy role
- Prefer prior agency experience
- Excellent presentation skills and written communication skills
- Strong preference toward prior experience in Salesforce cloud applications, particularly in a platform implementation or strategy role
- Positive, customer-centric attitude
- Experience in related marketing technologies such as: ESPs, CRMs, DMPs, CDPs/marketing databases, BI platforms, web analytics platforms, inbox placement tools, ecommerce platforms, social listening/publishing tools, etc.
- Email deliverability experience preferred
- Undergraduate degree required (ideally in Business or Marketing) - Master's degree preferred
- Salesforce certifications are a plus
- Ability to work in the United States

What You Will Be Doing

Strategic Consultant

In this position, you will work with our clients in the Financial Services, Healthcare & Life Sciences, Retail and other industries to maximize their investment in the Salesforce Clouds (Marketing Cloud, Sales/Service Cloud, Communities Cloud, Commerce Cloud, Pardot).

This role requires the ability to provide consultative guidance on:



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- Marketing Best Practices, coordinated and personalized across email, digital display advertising, SMS, push, and social.
- Data and Technology, especially the Salesforce cloud-based platforms, point solutions commonly integrated with Salesforce (for example, CRM systems, web analytics tools, inbox placement platforms, email rendering tools, etc.), and marketing database and technology stack processes and use cases.
- Salesforce-specific features and functionality, and how to apply these features to common use cases.

The Strategic Consultant will primarily be assigned to these tasks:

- Consult with clients and help them to build strategic marketing plans that include low hanging fruit and longer-term initiatives.
- Lead client Quarterly Business Reviews and Customer Journey Mapping workshops.
- Create and present strategic deliverables including:
 - o Marketing and Technology Account Audits
 - o Strategic Testing Plan
 - o Email Deliverability Audits
 - o Competitive Analyses
- Provide support as needed to the Sales and Marketing teams
- Stay up-to-date on the latest in digital marketing technology, data management, and Salesforce features and capabilities

Work Location

- Remote

Benefits

- A retirement 401k plan with match
- Competitive Medical, and Dental
- Voluntary Vision & Supplemental Life
- Employer-paid Life, Accidental Death & Dismemberment and Long-Term/Short-Term Disability Insurance
- Generous PTO, Holiday, and Sick Time Benefits
- Flexible Spending Reimbursement Accounts (Health and Dependent Care)
- Employee Referral Program
- Work-Life balance
- Annual performance Bonus

If you're interested, so are we!

At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our

company! We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status. If interested, please apply via the "Apply Online" button under the job posting or send us your resume to careers@listengage.com

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