



# LIST ENGAGE

## **Salesforce Marketing Cloud Strategic Consultant**

*Accepting applications for Full Time, Part Time, or Subcontractor candidates*

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 stakeholders, and our customers.

We are currently seeking an experienced Strategic Consultant to support our enterprise clients. Your role will be critical in helping clients to optimize ROI and brand advocacy leveraging Salesforce Marketing Cloud and related tools. We do this by understanding business requirements and program goals, making recommendations in line with digital marketing best practices and innovations, and aligning those initiatives with the capabilities in Salesforce and integrated platforms.

A successful Strategic Consultant will feel comfortable and confident working with marketing professionals from enterprise corporations on initiatives such as strategic planning and road mapping, campaign planning, audience targeting and personas, personalization across channels, analysis of marketing KPIs and ROI, email deliverability, testing strategy, and making general recommendations for marketing program improvement.

### **What we are looking for**

- Five years of experience in a marketing role
- Salesforce Marketing Cloud/ExactTarget experience
- Excellent presentation skills and written communication skills
- Positive, customer-centric attitude
- Experience in cross-channel marketing, particularly email, SMS, and digital advertising
- Ability to create and analyze campaign performance reporting
- Undergraduate degree required (ideally in Business or Marketing)
- Ability to work in the United States

### **Preferred experience**

- Salesforce Marketing Cloud/ExactTarget certifications
- Prior agency experience
- Marketing platforms and technologies such as: CDPs, ESPs, CRMs, BI platforms, web analytics platforms, inbox placement tools, ecommerce platforms, social listening/publishing tools, marketing AI platforms, etc.

### **What You Will Be Doing**

In this position, you will be aligned to a client or multiple clients as their Salesforce strategy expert. You will provide consultative guidance on topics including:

- Marketing best practices, coordinated and personalized across email, digital display advertising, SMS, push, and social
- Campaign ideation
- Marketing automation strategy
- Leveraging data sources for improved personalization and relevancy



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## **You will also be responsible for:**

- Generating and analyzing marketing KPI reports
- Supporting Quarterly Business Reviews and Customer Journey Mapping workshops
- Providing support as needed to the Sales and Marketing teams
- Staying 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! Send your resume our way, and we'll contact you for a phone interview.**

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.