



### Role Description

#### **Senior Solution Architect**

Coffee + Dunn is about achieving marketing success through digital marketing transformation.

Our passion is to improve the quality and effectiveness of marketing, applying leading technologies to increase speed or scale, realigning processes and people to create competitive agility, and applying thoughtful strategies to measure performance.

Our unique PLAN-BUILD-RUN approach bridges the critical gap between agencies (creative focus) and traditional consultancies (technology or management consulting focus) by connecting customers to marketing capabilities, blending contemporary marketing insight and proven management thinking. Our solutions are thoughtful and practical, initiating positive results immediately.

Our team members are a fusion of marketing practitioners, former-agency, process consultants and marketing technologists with an unwavering commitment to client success and value. We seek team members who are flexible, hardworking, and naturally curious.

### About This Position

The Senior Solution Architect will work with other C+D consultants, senior consultants, developers and project managers to deliver Customer Experience Transformation projects for Coffee + Dunn clients. Coffee + Dunn services are oriented around Microsoft Dynamics 365 Marketing which is targeted toward large or medium scale enterprises with complex marketing challenges and is designed to enable seamless collaboration across marketing functions to ensure consistent delivery of multi-channel content including web, email, digital, SMS, social, print, events, and webinars, etc.. Expertise and experience around the following areas is important:

- Marketing Technology
- Marketing Process
- Data Design
- Sales Alignment
- Personas + Audiences
- Marketing Channels
- Subscription Management
- Marketing Reporting

The Senior Solution Architect will be provided training to understand C+D methodology and marketing platform implementation. The Architect should be prepared to join a team, and leverage C+D's proven methodology and programming to support our implementations with clients. The Architect participates with a C+D implementation team, 3rd party implementation partners, and client marketing and IT organization. The Architect will interface with marketing users and IT. The Architect may also interact with our software partner team and advisory consultants. This role reports to the Implementation Resource Director (or Client Services Manager when staffed).

### Experience Required

- 5+ years of business or consulting experience
- 3+ years of marketing automation implementation experience
- College degree in Marketing, Business, Economics, or Information Systems (MBA preferred)
- Understanding of multi-channel communications such as web, email, digital, SMS, social, etc.
- Ability to collaborate with other consultants and business stakeholders utilizing a structured approach

### Preferred

- Previous consulting ("Big 4" or Marketing boutique type) experience



- Experience with marketing and marketing automation/analytics tools such as Dynamics 365 Marketing, ClickDimensions, Marketo, Salesforce Marketing Cloud and/or Hubspot.
- Marketing and consulting experience
- Financial Services, Manufacturing, Business Services and/or B2B or B2B2C expertise

Location and Travel

- Flexible subject to reasonable travel expectations (commuting distance to International Airport)
- Virtual – work from home
- 10-15% travel expected

Other

- The Senior Solution Architect is a full-time exempt role