



## Role Description

### Senior Solution Consultant – Microsoft Dynamics 365 Marketing

#### Role

The Senior Solution Consultant (Senior Consultant) will work with other C+D consultants, senior consultants, and managers to implement an CRM and marketing collaboration platforms. These platforms utilizes leading technologies and ground-breaking user interface concepts to deliver a highly effective marketing collaboration solution. The solution is targeted toward large or medium scale customers with complex sales and marketing challenges. The platform enables seamless collaboration across functions to ensure consistent delivery of multi-channel content including advertising, web, email, SMS, social, print, etc.

The Senior Consultant will join a team, methodology, and programming to support our implementations with clients. This includes discovery interviews and workshops, producing detailed functional requirements, configuring the Dynamics solution for user scenarios, process flows and customer hierarchies. Senior Consultant participates with a C+D implementation team, 3<sup>rd</sup> party implementation partners, and a client sales, marketing, and IT organization. The Senior Consultant will interface with all levels of sales/marketing and IT people and be comfortable facilitating stakeholder sessions. The Senior Consultant will also interact with our software partner team and advisory consultants. This is a billable consulting role which reports to the Implementation Resource Director.

#### Experience Required

- 5-10+ years of business or technology consulting experience
- 3-5+ years of CRM or marketing automation implementation planning, design, and configuration
- College degree in Information Systems, Marketing or Business (MBA preferred)
- Understanding of multi-channel communications such as web, email, SMS, social, etc.
- Previous experience as a business analyst able to facilitate sessions with client stakeholders across different groups
- 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 tools such as Dynamics CRM, Dynamics Marketing, Marketo, Salesforce.com, ClickDimensions and/or Hubspot
- Marketing and consulting experience
- Financial Services, Manufacturing, Higher Ed and/or Life Sciences (B2C or B2B2C) expertise

#### Location and Travel

- Flexible subject to reasonable travel expectations (commuting distance to International Airport)
- 15-20% travel expected

#### Other

- The Senior Solution Consultant is a full-time exempt role with respect to FLSA