



Role Definition

Solution Consultant – Microsoft Dynamics 365 Marketing

Coffee + Dunn is about achieving marketing success through improved marketing strategy, operations, and technology. 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 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, ex-agency professionals, 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 Solution Consultant (Consultant) will work with other C+D consultants, senior consultants, and managers to implement the Dynamics 365 Customer Engagement platform. The Dynamics platform is targeted toward large or medium scale customers with complex marketing challenges and is designed to enable seamless collaboration across marketing, sales, and service functions to ensure consistent delivery of multi-channel content including email, web, digital ads, SMS, social, phone, print, etc. Solution Consultant may also assist the Business Development Director or Managing Director with pre-sales demonstrations and presentations.

The Consultant will be provided training through which to understand C+D methodology and marketing platform implementation. The Consultant should be prepared to join a team, and leverage C+D's proven methodology and programming to support our implementations with clients. This includes discovery interviews and workshops, producing detailed functional requirements, configuration of user scenarios, process flows and customer hierarchies. Consultant participates with a C+D implementation team, 3rd party implementation partners, and a client marketing and IT organization. The Consultant will interface with client marketing users and IT staff and be comfortable participating in stakeholder sessions. The Consultant may also interact with our software partner team and advisory consultants. This role reports to the Implementation Resource Director (or Consulting Manager when staffed).

Experience Required

- 1-3 years of business or consulting experience
- 1-3 years of marketing analytics, resource management or marketing automation implementation
- 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)
- 10-25% travel expected

Other

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