



Role Description

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, architects, 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.

The Consultant will be provided training 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. The Consultant participates in working sessions with the C+D implementation team, 3rd party implementation partners, and client marketing and IT personnel. The Consultant 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

- 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

- 1-2 years of business or consulting experience
- 1-2 years of marketing analytics, resource management or marketing automation implementation experience
- Previous consulting ("Big 4" or Marketing boutique type) experience
- Experience with marketing and marketing automation/analytics tools such as Microsoft Dynamics 365 Marketing, ClickDimensions, Marketo, Pardot 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 Solution Consultant is a full-time exempt role