Senior Director of Technical Solutions

Responsibilities

- As a key member of the Shaw/Scott leadership team, you are responsible for the delivery of solutions and technical services in support of digital marketing strategies across multiple industries and technologies
- Guide and collaborate with our clients and delivery team through the shaping and planning of complex marketing technology implementations and migrations. Support the core technical functions of our clients by delivering services such as: marketing automation, campaign production, omnichannel orchestration, data transformation, and martech stack integrations
- Apply and share your understanding of marketing technologies in the retention and loyalty space, including functional knowledge
- Maintain and evolve core processes within the technical solutions organization to create efficient operations and minimize risk
- Identify opportunities for growth and maturation of the client's technical integrations across their technical stack
- Hire, manage, and mentor a team of Technical Services employees including Solutions Engineers, Campaign Specialists, and QA Specialists
- Own P&L of the Technical Services team and monitor other KPIs such as utilization, annual billings per billable tem member, and profitability
- Build connections with key contacts within client and partner teams to nurture and grow those relationships
- Manage key relationships with select partners (email service providers, mobile marketing platforms, etc.)
- Drive business development efforts by scoping and estimating possible engagements in partnership with other service line leads
- Maintains expertise of industry best practices and trends
- 10% to 20% travel time for prospect and client visits and industry events (when employer and employee agree travel is safe)

Qualifications

- 10+ years of professional service experience
- 7+ years experience solutioning in marketing automation platforms
- 5+ years management of technical, customer-facing resources
- Expert understanding of at least two Marketing Automation platforms, and working knowledge of leaders in the space (especially Oracle Responsys, SFMC ExactTarget, Iterble, Cordial, and Selligent)

- Excellent related skills including strong understanding of HTML/CSS, JavaScript, SQL, JSON, REST API, and at least two marketing platform personalization languages (RPL, AMPscript, Smarty, etc.)
- Excellent written and verbal communication skills with both internal and client contacts; ability to communicate effectively with both technical and non-technical individuals
- Ability to wear multiple hats and flex into hands-on work when needed
- Excels in a fast-paced environment with competing priorities between client and internal needs
- Strong strategic thinking and creative problem solving skills
- Working knowledge of small business fundamentals
- Entreprenural spirit and strong sense of personal accountability

Work Environment/Travel

This job operates in a remote work environment with semi-frequent travel to professional office settings and other events locally, nationally and internationally; some overnight travel may be expected. Any travel requirements will be mutually assessed with safety in mind in light of the COVID-19 pandemic.

How to Apply

Please email your cover letter and resume to loveyourlife@shawscott.com.