



Solutions Engineer (Senior Technical Consultant)

Responsibilities

- Apply and share your understanding of marketing technologies in the retention and loyalty space, including functional knowledge
- Collaborate with team members across the organization including strategists, designers, coders, campaign and QA specialists and project managers for cross-functional delivery of work
- Provide hands-on, expert-level technical assistance to the client and internal services team
- Translate business requirements into solution design that best leverages applicable platform(s)
- Lead technical design sessions; architect and document technical solutions that are aligned with client business objectives
- Manage the technical delivery of onboarding, data integrations, and migration elements of complex marketing technology implementations
- Identifies opportunities for growth and maturation of the client's technical integrations across platforms
- Provide detailed estimates during the business development process and manage work to scope
- Support business development efforts with the proper information, tools, and subject matter expertise to sell engagements within the offering
- Demonstrate technical thought leadership, maintain awareness of industry best practices and develop a point of view on key technologies in the retention and loyalty space
- Coach and mentor junior technical resources

Qualifications

- 5+ years of professional service experience
- Expert understanding of at least one Marketing Automation platform, and working knowledge of leaders in the space (especially Oracle Responsys, SFMC ExactTarget, Iterable, Cordial, and Selligent)
- Excellent related skills including strong understanding of HTML/CSS, JavaScript, SQL, JSON, REST API, and at least one marketing platform personalization language (RPL, AMPscript, Smarty, etc.)
- Proven ability to design and optimize business processes and integrate business processes across disparate systems
- Excellent written and verbal communication skills with both internal and client contacts; ability to communicate effectively with both technical and non-technical individuals



- Knowledge of email marketing best practices
- Strong background in design and development of enterprise systems as part of a complete software product lifecycle
- Strong strategic thinking and creative problem solving skills
- Ability to wear multiple hats and excel in a fast-paced environment with competing priorities

Work Environment/Travel

This job operates in a remote work environment with the possibility of travel to professional office settings and other events locally and nationally. 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.