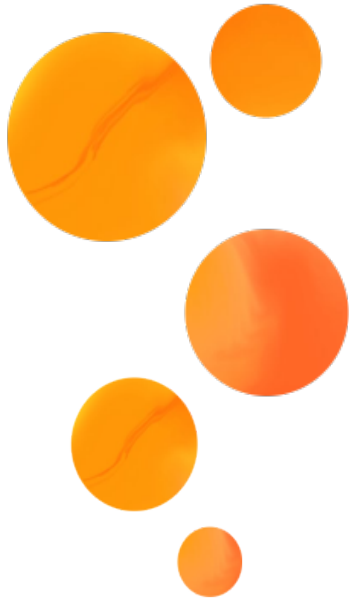




# Marketing Automation Consultant

Job Spec



**Company:** Nebula Consulting

**Website:** [www.nebulaconsulting.co.uk](http://www.nebulaconsulting.co.uk)

**Job Title:** Marketing Automation Consultant

**Salary:** Competitive, depending on experience

**Start Date:** ASAP

**Contact:** [careers@nebulaconsulting.co.uk](mailto:careers@nebulaconsulting.co.uk)



## Summary

We are looking for an experienced, enthusiastic, passionate, tech loving marketing professional to join the Nebula team as a Marketing Automation Consultant, specialising in Pardot - the B2B marketing automation platform from Salesforce.



# About Nebula Consulting

We are a fast growing technology consultancy business focusing on Customer Relationship Management (CRM) and Marketing Automation.

Based in London and with a global client base, Nebula specialises in [Pardot](#) alongside Salesforce [Sales Cloud](#), [Communities](#) and [CPQ](#).

Over the past few years we have helped hundreds of companies improve their sales and marketing and, as a result, we have built a very strong reputation with our customers. But don't just take our word for it, [here is what our customers have to say](#).

We value learning and development highly and provide our people with opportunities for knowledge sharing, personal development and training. This includes weekly lunch & learn sessions, access to online training materials and the opportunity to attend industry events and training courses.



# Job Description

Your overall role as a Pardot Consultant is to work with customers to ensure that they are getting the most out of their investment in this powerful technology.

You will provide the customers with technical advice as well as advise on marketing strategy and automation best practices.

You will get to work with a wide range of companies and experience a huge variety of marketing strategies.

Since most of your day will be spent working on client projects, you will be expected to manage your time effectively - logging any time you spend working with clients - and your performance will in part be measured by this.





## *What does a typical project involve?*

- Advising on strategy / best practices
- Health check / roadmap workshop
- Offering technical / integration advice
- Training users
- Delivering marketing assets including email templates, forms, landing pages, etc
- Building lead nurturing programs
- Supporting customers in their day-to-day marketing automation operations

After you have completed training, you will be responsible for managing your own Pardot projects where you will be the main point of contact for the client throughout.

Although face-to-face customer interactions and an office based environment is our preferred way of working, you should be comfortable working from home. You will be provided with a laptop and phone to facilitate this.



# Skills / Experience Required

- Pardot Specialist Certification
- 2+ years experience with Marketing Automation (ideally Pardot)
- Excellent time and project management
- Attention to detail
- Great customer and stakeholder management
- Excellent presentation skills
- Basic HTML / CSS skills
- Salesforce CRM experience (preferred)
- Pardot Consultant Certification (preferred)
- Experience with Tableau CRM (preferred)

# About You

Technology consultancy requires you to be process driven and have an analytical approach to solving problems.

Confident communication skills are very important as you will regularly be interacting with senior customers and stakeholders. You must be able to communicate with clarity to people with differing levels of technical understanding.

You must be flexible and adaptable to new situations as they arise - for example, managing stakeholder relationships, requests for additional client support or adapting solutions based on new information and client needs - whilst ensuring recommendations continue to deliver against any existing briefs.

It is critical that you are well organised and able to manage your workload effectively as you will be concurrently working across a number of different projects.

Although our consultants do not generally work on secondment, you will be expected to work closely with customers to deliver solutions that meet their needs. You should also be comfortable working with other Nebula consultants as part of a team to deliver certain projects.



# Our Values

## Trust

Our customers trust us to deliver the right solution for them, in their best interests and no-one else's.

We are a “trusted advisor” to our customers and act as an extension of their team.



Trust

## Empowerment

We believe that our customers should be empowered to control their own systems and our solutions are designed with this in mind.

Ultimately, our customers' success is our success and this is at the heart of all our work.



Empowerment

## Flexibility

Each customer is unique and we appreciate the need for detailed understanding of a business to deliver a tailored, best-fit solution.

We work closely with customers to ensure agile, stable and successful outcomes.



Flexibility

## Collaboration

An open and transparent, two-way relationship with our customers is key to success.

Working side-by-side with our customers, we ensure efficient solutions, maximum adoption and value for investment.



Collaboration

# Offer & Benefits

Full time Permanent

- Working hours: Monday - Friday, 9am - 5:30pm
- Fully funded comprehensive Private Health Policy, with additional health and wellbeing rewards and benefits (after 3 month probation period)
- Workplace Pension scheme
- Employee referral scheme
- 2 Volunteering days per year
- 25 days paid holiday per year, in addition to public bank holidays
- Flexible working environment
- Strong culture of personal development
- [Prestigious central London office](#) with nearby tube and rail links
- Flexible travel policy using most convenient and economical method of travel
- Regular social activities organised and subsidised throughout the year
- Strong culture and focus on Employee wellbeing

# Hear it from our employees

Amazing team feel - we all pull together, and help each other when needed. Everyone is trusted to do their work... There's a varied workload, allowing me to use skills I already have, whilst being exposed to things I've never done before.

Great place to practice (and learn more) with a fun team, supportive managers and flexible working conditions.

Overall, a great environment to work in. Little hierarchy and colleagues respect each other. Great team spirit.

...it is not all about the bottom line and more about experience of the customer/employee.

I like the colleagues I work with and the environment that's been created for us.

I really enjoy the fact that employees are trusted to do their work well and that the directors are open and approachable.