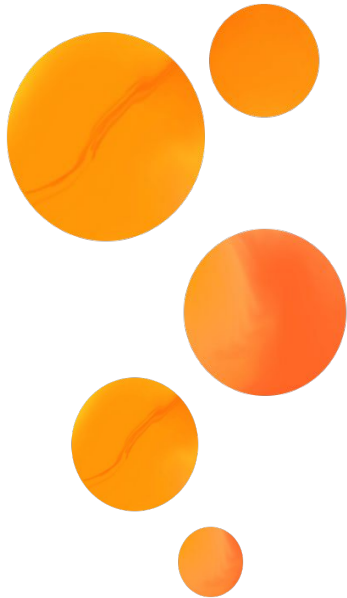




Marketing Automation Consultant

Job Specification



Company: Nebula Consulting

Website: www.nebulaconsulting.co.uk

Job Title: Marketing Automation Consultant

Salary: Competitive, depending on experience

Start Date: ASAP

Contact: 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 Marketing Cloud (MC) Account Engagement - the B2B marketing automation platform from Salesforce.

About Nebula Consulting



We are an established technology consultancy business, with a focus on Customer Relationship Management (CRM) and Marketing Automation. Based in London with a global customer base, Nebula specialises in [Marketing Cloud Account Engagement \(Pardot\)](#) alongside Salesforce [Sales Cloud](#), [Experience Cloud](#), [Revenue Cloud](#) and [Analytics Cloud](#).

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 an individual development plan, regular internal sessions and workshops, as well the opportunity to attend industry events and training courses.

Nebula's Values



Trust

All team members are trusted to work in the best interests of our customers without micro-management.

We have created a close community of team members who support one another to deliver the highest quality projects.



Empowerment

Our teams are smart, curious and always looking to improve. We empower each individual to develop their talents in a way that works for them.

A genuinely open approach to management allows for regular two-way feedback and constant personal growth.



Flexibility

Our teams are given the flexibility to work in a way which suits them and our customers.

This allows our team to enjoy a healthy work-life balance and stay motivated to enjoy their work as an important and fulfilling part of their lives.



Collaboration

We pride ourselves on our highly supportive community of experts.

Whether we are working on a solo project or with others, there is always a team of willing, expert colleagues to talk through a tricky problem or share a solution they've worked on before.

Job Description



You will work with customers to ensure that they are getting the most out of their investment in Marketing Cloud Account Engagement (Pardot) and related marketing products.

You will be working with a wide range of companies and will experience an array of marketing strategies. You will be expected to provide customers with both technical and strategic advice and automation best practices alongside assisting with day to day marketing automation operations.

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

You will be expected to contribute to the success of the Marketing Cloud team through engagement with the wider community - including blog posts, social engagement, attending relevant industry events and curating customer stories.

You will have the opportunity to collaborate on projects across the Salesforce ecosystem - working with Developers and Salesforce Consultants on wide-ranging projects. You will also have the opportunity to extend your knowledge of Marketing Cloud products which complement MC Account Engagement.

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 customers and senior stakeholders. You must be able to clearly communicate 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 customer support or adapting solutions based on new information and customer 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.

Working on multiple projects at one time, 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.

Requirements



Skills

- ❖ Great customer and stakeholder management, and confidence in presenting to a wide audience
- ❖ Excellent presentation and people skills
- ❖ Good attention to detail
- ❖ Excellent time and project management skills
- ❖ Basic HTML / CSS skills

Experience

- ❖ Excellent technical knowledge of Marketing Automation ideally with Pardot Specialist Certification and 2+ years of experience
- ❖ A solid understanding of other CRM tools - such as Salesforce or B2B Marketing Analytics - would be an advantage.
- ❖ Additional Salesforce certifications - such as Pardot Consultant Certification - would be beneficial, but not essential as full training will be provided.

Training & Support

You will receive dedicated training in the technology and all aspects of the role - working closely with your line manager and the Learning and Development Lead. You will also shadow other members of the team.

You are expected to supplement this learning with the extensive online training resources that Salesforce has on offer, and we will work with you to guide your learning in the correct areas.

You will be encouraged to spend a proportion of your time improving your industry knowledge as well as your technical expertise by:

- ❖ Reading relevant blog content
- ❖ Watching videos and webinars
- ❖ Attending industry events



Offer & Benefits

Full-time Permanent

- ❖ Working hours: Monday - Friday, 9am - 5:30pm (flexible hours will be considered)
- ❖ Fully funded comprehensive Private Health Policy, with additional health and wellbeing rewards and benefits (after 3 month probation period)
- ❖ Flexible working environment - this position is primarily remote, with occasional trips to the London office required for training, workshops and company meetings
- ❖ Workplace Pension scheme
- ❖ Employee referral scheme
- ❖ 2 Volunteering days per year
- ❖ 25 days paid holiday per year, in addition to public bank holidays. Extra holiday entitlement through service length and purchase scheme
- ❖ Strong culture of personal development, including dedicated L&D lead and 1:1 coaching sessions
- ❖ Regular social activities organised and subsidised throughout the year
- ❖ Strong culture and focus on Employee wellbeing

Hear it from our team

Because Nebula genuinely cares about both its customers and its staff, it is an incredible place to work and one where people feel supported and empowered to be the best they can be in everything they do.

The flexibility, work and life balance is great, and I enjoy that every day is different due to the various types of projects we can get involved with

I really enjoy the fact that personal development and growth is championed. Everyone is encouraged to grow beyond their experience and current role.

I love that we work collaboratively together, as we all want to ensure that we are giving our customers the best service.

I love how much everyone supports each other, finds time to help and always with a big smile.

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