

## Email Marketing Campaign Implementation Consultant

Acceleration provides unrivalled digital marketing consulting, outsourcing and technology services to clients around the world. We have more than a decade of experience creating client focused solutions that optimize Software as a Service marketing technologies, automate complex processes, harmonize technology and maximize our clients' return on digital investments.

With key offices in London and New York, Acceleration employs expert teams throughout North America, South America, Europe, the Middle East and Africa, and maintains strategic partnerships with industry leaders including Omniture, Google, DoubleClick and Epsilon.

We aren't your typical company. We do things that haven't been done before, and our employees are some of the best in the world when it comes to maximizing client return on digital marketing investments.

Our business is focused on core audience segments - Publishers, Marketers and Agencies - and we are looking to add more top performer to our Email Marketing team. We require Email Marketing Campaign Implementation Consultants in both Cape Town and Buenos Aires offices.

### Position Overview

The Implementation Consultant works to implement new DREAM, DREAMmail and ExactTarget accounts, as well as deliver on Productised SKUs and Custom Projects. Responsibilities include: technical, marketing and business related requirements gathering as well as the effective management of a cross functional services team and successful solution rollout.

Additionally, the IC will be required to support Campaign Managers and Deployment Consultants in the creation of HTML files. This includes coding HTML emails (both from PSD and from existing HTML), building template-based emails, and using scripting language, automation and database tools to execute campaigns.

The successful candidate will have a strong understanding of marketing and associated business processes as well as experience in managing a technical engagement from inception through final deployment

### Primary Responsibilities

- ▣ Lead consultative engagements with marketing focused business teams to define and implement their technical and business related communication needs.



- Present solution focused summaries of the ExactTarget, DREAM and DREAMmail architecture and integration capabilities
- Deliver an actionable framework that aligns a client's business needs to that of the ExactTarget, DREAM and DREAMmail Solutions
- Support Campaign Managers and Deployment Consultants in the creation of HTML files. This includes coding HTML emails (both from PSD and from existing HTML), building template-based emails, and using scripting language, automation and database tools to execute campaigns.
- Manage multiple client engagements and maintaining 80% chargeability rate
- Identify project issues / risks and present alternatives to alleviate or resolve
- Promote customer advocacy and reference-ability

## Skill Requirements

- 2+ years hands-on experience with HTML and inline CSS
- Software expertise: Adobe Creative Suite, Microsoft Office
- In-depth understanding of scripting languages or programming experience
- Strong written and verbal communication skills
- Impeccable eye for detail
- Strong organizational skills
- University degree
- Email Marketing Technical experience a plus
- Experience with scripting and other programming languages a plus

[Please email us if you are interested in becoming 'Email Marketing Campaign Implementation Consultant'](#)