

# United Kingdom Jobs Expertini®

## SAP CX Marketing Consultant (SAP CX, Hybris E - Commerce or Emarsys)

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Company: Stott and May

Location: London Area

Category: other-general

SAP CX Marketing Consultant (SAP CX, Hybris E - Commerce or Emarsys or CDP)We are seeking an experienced SAP CX Marketing Consultant as part of an agile cross-functional team, you will provide functional configuration experience to deliver a range of projects and improvement initiatives using the latest technologies, practices, and processes. As a SAP CX Marketing Consultant, you will be responsible for designing, developing, configuring, and maintaining a range of SAP and other third-party SaaS applications. You will also be expected to mentor junior members of the team and provide advice on pertinent design decisions and the most appropriate approach to delivery. You will also be expected to deliver the changes through design, configuration, writing specification documents, supporting testing, deployment, etc. You must have a passion for technology and keep your knowledge current through training and education as well as exposure through project engagement. Your responsibilities will include designing, configuring, and testing scalable and flexible solutions identified, reviewed, and prioritised by the Product Owner. Where necessary, design and document custom development requirements in the form of functional specifications, and oversee such requirements through to delivery coordinating with developers, testers, project managers, third-party partners, etc. You will collaborate with Architecture, Delivery, and Services teams to ensure solution compatibility with company standards. You will deliver solutions on time and within budget, to agreed quality criteria, and according to defined principles and guidelines. You will actively participate in collaborative team design activities, as well as mentoring more junior members of the team, promoting best practices, standards, and processes. The ideal candidate must have a minimum of 3-5 years of

experience as an SAP CX/CRM functional consultant: Proficiency with the Lead to Cash process, experience of configuring end-to-end Marketing processes for B2B and B2C scenarios Hands-on experience of at least one of the following applications: SAP Customer Data Platform (CDP), SAP Emarsys, Hybris E-Commerce or SAP Marketing Cloud A strong understanding of digital marketing business processes and product capabilities, such as Interactions, Tactics, Personalization, Segmentation, Target Groups, Omni-channel Campaigns, etc. SAP CDP capabilities such as Activities, Customer Profiles, Audiences, Journeys, Flows, Rules, etc. Experience of integrating various SAP CX products Understanding of OData and Web Services, integrating with SAP CPI You must be passionate about technology and keen to invest in yourself through training, education and project engagement.

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Generated on: 2024-05-04 by Expertini.Com