



**Solutions Consultant
January 2019**

Job Title:	Solutions Consultant		
Department:	Solutions	Reporting To:	Head of Solutions
Location:	London	Salary range:	To be agreed

About REaD Group:

REaD Group is the UK's leading data communications company.

We hold the most comprehensive GDPR ready database in the UK with over 38 million records and hundreds of selectable variables. Synonymous with data quality, REaD Group's market leading data cleaning solution is the most comprehensive and accurate in the UK.

We deliver actionable insight and reporting, build single customer and prospect views, run highly effective performance marketing campaigns plus a range of bespoke database marketing services.

Whether it is delivering another successful campaign for our clients or baking and hiking to raise money for our chosen charity – we always give 100%. Collaborative and focused. Driven but likeable. Our goal is to deliver outstanding results in everything that we do and have fun doing it.

Purpose of the Role:

Do you thrive on helping organisations to use technology to deliver state of the art solutions? Then read on!

REaD Group are looking for an informed, innovative and forward-thinking Solutions Consultant to help define and deliver the optimal technology solutions for our clients. This is a great opportunity to join a leading data and professional services company to deliver exciting and challenging projects for top brands.

Our Solutions Consultants work directly with clients and internal stakeholders covering all aspects of requirements gathering, documentation reviews and solutions design.

This role combines commercial acumen with broad technical knowledge and involves working closely with the Sales team, Client Services, directors\managers and developers to realise these environments and link to other opportunities via market intelligence, and



feedback gained from client assignments.

Duties and Responsibilities:

Key responsibilities:

- Creating discovery and design documentation for new projects and change controls for existing client solutions
- Working as part of a virtual project delivery team across new business and existing clients
- Supporting Sales team in the delivery of data and marketing technologies
- Facilitate and document requirement gathering workshops with our Clients, third parties and colleagues for in-house projects
- Providing business analysis skills and disciplines to projects, such as requirements gathering, creating and documenting user stories, data auditing and requirements gap analysis
- Acting as liaison between the client and our technical teams
- Working alongside the Client Services team to effectively evolve our client's solutions
- Working with the Operations and IT teams to design and deliver technical solutions to meet business requirements

An ideal candidate for our Solutions Consultant role will demonstrate:

- Ability to drive excellence through outcome focused Design
- Ability to work as a trusted advisor with a track record of advising a range of clients
- An analytical mindset with ability to deconstruct and solve complex business issues
- A collaborative approach to working with others together with the willingness to take on additional responsibilities as required by the business
- Proactively identify and resolve issues to maximise the success of each project
- An entrepreneurial mindset and a passion for creating solutions that make a positive difference
- Represent the REaD brand in a professional and positive manner
- Ability to quickly establish credibility and trust with key stakeholders internally and externally, lead client engagements at senior level and adapt communication styles accordingly
- Ability to lead and shape commercially advantageous discussions
- Strong motivation to stay abreast of marketplace changes and innovation
- Attention to detail and ability to create documentation to a high standard
- Excellent organisational skills together with an ability to ensure that tasks are delivered on time and to the required standard
- Ability to work on multiple projects concurrently
- Able to work under pressure as part of a team, prioritising a heavy workload and meeting challenging deadlines

Job Specific information

Core Competencies



- Experience of creating\updating business requirement, functional and physical design documentation
- Creating and actioning roadmaps for client solutions in line with their strategies and required outcomes
- Experience of marketing technology including Apteco FastStats modules
- Data management technologies such as SQL
- ETL principles and API integration
- Database design and data constraints
- Single Customer View databases and data marts
- Handling and querying data in order to complete Design documentation
- Strong business analytical skills, able to think laterally to identify trends, business process
- Data discovery and profiling in order to make links between data from different sources and map to user stories and functionality requirement
- Experience in data and delivering data driven multi-channel communications platforms and an understanding of a customer journey
- Experience in data governance, protection, data quality, enhancement and validation
- Ability to identify and design logical data models for end user systems that will enable our clients to achieve their user stories
- Understanding of hosting and IT infrastructures
- Integrations with ESP platforms, web and app
- Measuring outcomes and service levels
- Working in, or an understanding of, Prince and Agile delivery methodologies

Desired Additional Experience

- Dashboard reporting technologies such as Tableau and QlikView
- Marketing technologies such as Adobe, Unica, Salesforce applications including Marketing Cloud, Sales Cloud & App store, MS Dynamics
- Driving sales engagements and opening new market opportunities
- Principles and outputs of data analytics, segmentations and modelling
- Email Service Providers such as Pure 360, Adestra, Bronto, Silver pop etc
- On\off Premise, SaaS and DaaS solutions

Package

- 25 days annual leave per annum
- Peoples Pension contribution
- Profit related company bonus scheme
- One4All card
- Childcare vouchers
- Ride to Work Scheme

To apply please send CV and covering letter to HR@readgroup.co.uk