



Senior Digital Advisor

We are seeking a motivated, entrepreneurial individual to join our data integration and activation software company as a Senior Digital Advisor. As part of our Services team, you'll work with clients—all associations and non-profits—to align their data models and integrated tech stacks with their business models and organizational goals.

You'll work with clients of varying skill sets and familiarly with data integration, digital automation software, and AMS' and/or CRMs to help them optimize their data and tech stacks and maximize their results through modernized marketing practices. This is a client facing role without the agency hustle and bureaucratic bustle.

Specific responsibilities include:

- Conducting business requirements gathering with key client stakeholders
- Onboarding clients onto our own data integration software
- Building data activation guides, inclusive of data models, data tours, and tech stack audits
- Presenting educational sessions at events and webinars for thought leadership
- Serving as subject matter experts with clients and prospects
- Data hygiene consulting
- Supporting email compliance and conversion strategies
- Supporting the generation of corporate marketing and programming content

Hard skills that would jive with us:

- Experience educating and consulting
- Experience with data marketing
- Experience with digital marketing
- Experience presenting and data story telling
- Experience in client-facing roles
- Experience with content generation
- Experience navigating AMS' and CRMs

Soft skills that would jive with us:

- Entrepreneurialism
- Excellent interpersonal and communication skills
- Solid presentation skills
- Nimble thinking and acting

Requirements

Our ideal candidate has a bachelor's degree in marketing analysis, marketing technology, marketing, a relevant field. At least 5 years of experience working in the



CRM and/or AMS space is preferred. Experience with associations and/or nonprofits are preferred but not required.

About HighRoad

We're a passionate group of individuals who love to train, innovate, and motivate associations and nonprofits through technology. Why? Because we recognize the importance of their work and the impact they have on businesses, lives, and global issues.

To boot, we're a diverse, innovative, and entrepreneurial team of data unicorns who knows what it takes to help organizations reach their goals. From data integration to data activation, we: create the language between marketing, sales, and tech; impart the know-how on today's evolving marketing practices; and provide the data centralization needed to help organizations grow.

Every member at HighRoad is heard, valued, balanced in life and work, and fulfilled in their role. Our health benefits are uncontested, and our overall compensation and benefits package is competitive.