



Title: **Marketing Director – Solutions Architect**

Location: Overland Park, KS

JOB SUMMARY

The Marketing Director - Solutions Architect is a strategic builder and hands-on operator who owns the marketing systems landscape, understands how data is structured, and turns business needs into working solutions across platforms. This role leads system design, data use, new journeys, and platform administration while partnering with MarTech Ops, AppDev, and Salesforce teams to bring new pipelines, data points, and workflows into the marketing ecosystem.

JOB DUTIES

- Own and administer Salesforce Marketing Cloud and Tealium, with strong practical understanding of system configuration, data tables, and how the platforms support campaigns, journeys, segmentation, and measurement.
- Serve as the primary architecture lead across marketing systems including Calendly, Verify Territory, Tealium, Marketing Cloud, Outreach, Swoogo, ON24, Salesforce Kubaru, website CMS Contentful, and other web-based platforms that support marketing and sales.
- Assess requests for new data in Salesforce or Marketing Cloud, new connections to Salesforce Marketing Cloud, and movement of data from sources such as Databricks into marketing systems.
- Translate business needs into scalable, workable solutions by defining how data, workflows, and system interactions should be designed.
- Understand Tealium data tables, event and attribute structure, and broader data usage across the ecosystem so the right data can be brought into the right systems.
- Partner with internal teams on project work to connect new pipelines, surface new data points, and enable new workflows.
- Troubleshoot break-fix issues across owned platforms and drive resolution with the appropriate teams while keeping marketing operations moving.
- Empower marketing teams through strong system knowledge, clear guidance, and practical governance so they can confidently use the tools and processes in place.
- Lead strategy when multiple teams come together, while staying close enough to the work to execute, delegate, or guide changes within the platforms.

REQUIRED EXPERIENCE / QUALIFICATIONS

- Bachelor's degree in Marketing Technology, Computer Science, Information Systems, or a related field
- 7+ years of experience in marketing systems architecture, platform administration, and data-driven workflow design
- Hands-on experience with Salesforce Marketing Cloud, including administration, data extensions, journey builder, segmentation, and activation use cases
- Hands-on experience with Tealium, including data tables, event and attribute structure, and tag management

- Proficiency with SQL for querying, manipulating, and validating data across marketing and sales systems
- Experience working with Databricks or similar data pipeline platforms, including moving and surfacing data into downstream marketing systems
- Strong understanding of data models, data movement, integrations, and how data is used across marketing and sales ecosystems
- Ability to work across business, marketing, Salesforce, and application development teams to define and deliver solutions
- Comfort operating as both a strategic lead and a hands-on doer who can make changes, solve problems, and move work forward
- Exceptional communication skills, with the ability to translate complex system and data concepts into clear guidance for non-technical stakeholders
- Strong attention to detail and ability to manage multiple workstreams in a fast-paced environment
- Ability to work independently and collaboratively across teams
- Commitment to teamwork and excellence
- Motivated and results oriented