AUBURN
Human Resources

Salesforce Mktg Cloud Mgr

Job Description

JOB INFORMATION

Job Code	OC47
Job Description Title	Salesforce Mktg Cloud Mgr
Pay Grade	MC10
Range Minimum	$58,940
33rd %	$72,700
Range Midpoint	$79,570
67th %	$86,450
Range Maximum	$100,200
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	12/3/2020

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Reporting to the Associate Director of IT, the Salesforce Marketing Cloud Manager serves as the primary marketing administrator for the enterprise system, Marketing Cloud, which integrates with the Salesforce Customer Relationship Management (CRM) application. Working to support the university's strategic goals, the manager operates with university staff to oversee the design, configuration, enhancement, and maintenance for CRM applications within the Marketing Cloud platform (Email Studio, Social Studio, Advertising Studio, Web Studio, Journey Builder, and Pardot). The manager strategically focuses on short- to mid-term operational plans that enables colleges and departments to connect with their stakeholders more efficiently. Leads opportunities to articulate the university's value proposition through the CRM and supports strategic efforts to strengthen the university's brand and translate messaging for diverse audiences.

This position maintains the current functionality of the application, assists with governance and approval of content, provides training, and helps develop workflows for communication campaigns. This position serves as a liaison between colleges, departments, the Office of Central Communications and Marketing, and the Salesforce team. The individual in this position will champion the use of Marketing Cloud and help other communication professionals make efficient use of the Marketing Cloud functionality and analytics. This job is restricted to the Provost & VP Academic Affairs office.

RESPONSIBILITIES

- Serves as the primary Marketing Cloud administrator by providing application support, system administration, and platform management for all Marketing Cloud applications. Develops solutions to moderately complex challenges but may escalate complex issues to a higher-level administrator.
- Conceptualizes, develops, and maintains operational strategies and protocols within Salesforce Marketing Cloud and assigns or distributes action items to collaborating departments.
- Develops and implements communication strategies and coordinates training for campus communicators and marketing professionals. Responsible for setting targets, goals, and strategic communication migration plans within defined timeframes for broader CRM implementation.
- Manages data in Marketing Cloud to develop and implement targeted strategies, including business-unit personalization plans, configurations, and metric reporting. Analyzes data from Marketing Cloud tools to implement process improvements related to performance and enhances resources necessary for effective delivery. Uses data to define and implement digital strategies.
- Serves as the lead coordinator within the campus wide Salesforce team and collaborates with marketing professionals both within the colleges, business units, and central communications to ensure the most effective communication is achieved across a variety of audiences. Leads university communicators and central communication teams on routine and complex matters related to use, governance, and process

RESPONSIBILITIES

	alignments. Ensures consistent application and compliance with units to facilitate cooperation with communication and marketing policies, procedures, and practices.
•	Serves as the primary liaison with the Salesforce team and internal IT staff to troubleshoot and apply new features, upgrades, and patches. Identifies areas of improvement and makes actionable recommendations to increase operational efficiencies and internal user adoption. Completes technical assignments as needed.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Public Relations, Communications, Marketing, Advertising, or related field	and	5 years of	Experience with digital marketing, email campaigns, social media platforms, and the ability to train other professionals on digital marketing best practices	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Marketing Cloud or Marketo or Pardot software.	
Advanced level knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies.	
Knowledge of higher education strategic marketing, including enrollment theories, recruitment strategies, and data-driven approaches to stakeholder engagement.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
	Must obtain the Marketing Cloud Administrator Certification	within 1 Year	Required	

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Walking			X			
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching		X				
Talking				X		
Hearing			X			
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

Ability to see information in print and/or electronically.