

## Job Description -Salesforce Marketing Analyst - (PB4)

### Job summary

A key solution area is Salesforce Marketing Cloud. This is critical functionality which enables the engagement with the community that Forestry England considers as its customers. Salesforce Marketing Cloud has been recently implemented into the overall solution architecture, and the marketing team will be using the solution extensively to create campaigns, newsletters, and other engaging marketing communications.

This role of Marketing Cloud Specialist will provide the relevant functional and technical skills to support the marketing team with their various strategies utilising Salesforce Marketing Cloud. For this role you will have 3-5 years of specific experience in configuring and developing Salesforce Marketing Cloud solutions, as well as good knowledge and understanding of the Salesforce platform and other solutions such as Sales Cloud.

### Key responsibilities & accountabilities

- Manage and own the Salesforce Marketing Cloud implementation including administration, configuration, data migration and associated integrations
- Strong understanding of subscriber data, contact models, segmentation and data extensions
- Lead requirements gathering and solution design for Marketing Cloud requirements
- Design and delivery of solutions in Email Studio
- Design and implement solutions utilising Mobile Studio, Automation Studio and Journey Builder
- Responsible for the design and build of Digital Marketing KPI reporting such as email marketing conversion metrics
- Design and implement integrations between Marketing and other data sources/third party systems
- Troubleshoot send issues, automation failures and journey builder issues
- Monitor platform health including deliverability metrics and work with the business to best practice guidance is applied to campaigns to retain send reputation.
- Conduct train the trainer to key business SMEs and provide guidance/support to the business as they upskill on the technology
- Maintain platform documentation, standards and operating procedures
- Actively promote user adoption of Marketing Cloud including how Forestry England can further utilise the technology
- Work with Salesforce development team closely to ensure alignment of data connections and end to end processes

### Skills, knowledge & experience

#### Essential professional and technical experience

- 3- 5 years' proven experience in Salesforce Marketing Cloud including:
- Configure and setup data models
- Work with data from Salesforce for segmentation
- Proficient in basic SQL
- Journey Builder
- Reporting and Analytics
- Oversight of all campaigns including Marketing & Operational
- Proficiency in AMPScript, SQL, HTML and CSS. Familiarity with connected tools such as Google Analytics

- Excellent written and verbal communication skills
- Established user of MS 365, in particular MS Teams and Sharepoint
- Great team worker, approachable, with strong organisational, planning and communication skills and the ability to listen and influence
- Ability to facilitate workshops with business subject matter experts
- Use of Jira for development lifecycle

### **Desirable professional and technical experience**

- Experience using formal project management processes

## **Qualifications**

### **Essential**

- Salesforce Certified Marketing Cloud Administrator (Certification active for 2+ years)
- Salesforce Certified Marketing Cloud Email Specialist (Certification active for 2+ years)

### **Desirable**

- Bachelor's Degree (Maths, Science, or Technology discipline preferred) or equivalent
- Salesforce Certified Platform Administrator