
Auburn University Job Description

Job Title: **Salesforce Mktg Cloud Mgr**

Job Family: No Family

Job Code: **OC47**

Grade MC10 \$54,800 - \$62,400

FLSA status: Exempt

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.

Essential Functions

1. 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.
 2. Conceptualizes, develops, and maintains operational strategies and protocols within Salesforce Marketing Cloud and assigns or distributes action items to collaborating departments.
 3. 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.
 4. 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.
 5. Serves as the lead coordinator within the campuswide 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 alignments. Ensures consistent application and compliance with units to facilitate cooperation with communication and marketing policies, procedures, and practices.
 6. 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.
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Completes technical assignments as needed.

7. Performs other related duties as assigned by the Associate Director of IT.

Supervisory Responsibility

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

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.



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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Public Relations, Communications, Marketing, Advertising, or related field
Experience (yrs.)	5	Experience with digital marketing, email campaigns, social media platforms, and the ability to train other professionals on digital marketing best practices

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

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.

Certification or Licensure Requirements

Must obtain the Marketing Cloud Administrator Certification within 1 year of hire.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, .

Job occasionally requires standing, walking, hearing, handling objects with hands, .

Vision requirements: Ability to see information in print and/or electronically.

Date: 12/3/2020
