

Salesforce Campaign Manager



The Salesforce Campaign Manager role's key responsibilities include working closely with the Marketing Strategy team as an executive responsible for setting up and executing campaigns using the Salesforce marketing cloud platform. The candidate should be a 'Power User' of the platform and should be able to build various ad-hoc campaigns and journeys using the journey builder.

The successful candidate will be an enthusiastic self-motivator, which is an absolute MUST in a startup environment. They will have a high customer and product delivery orientation, with the ability to both, understand the "big picture" issues and to drill down to detail.

Job Requirements

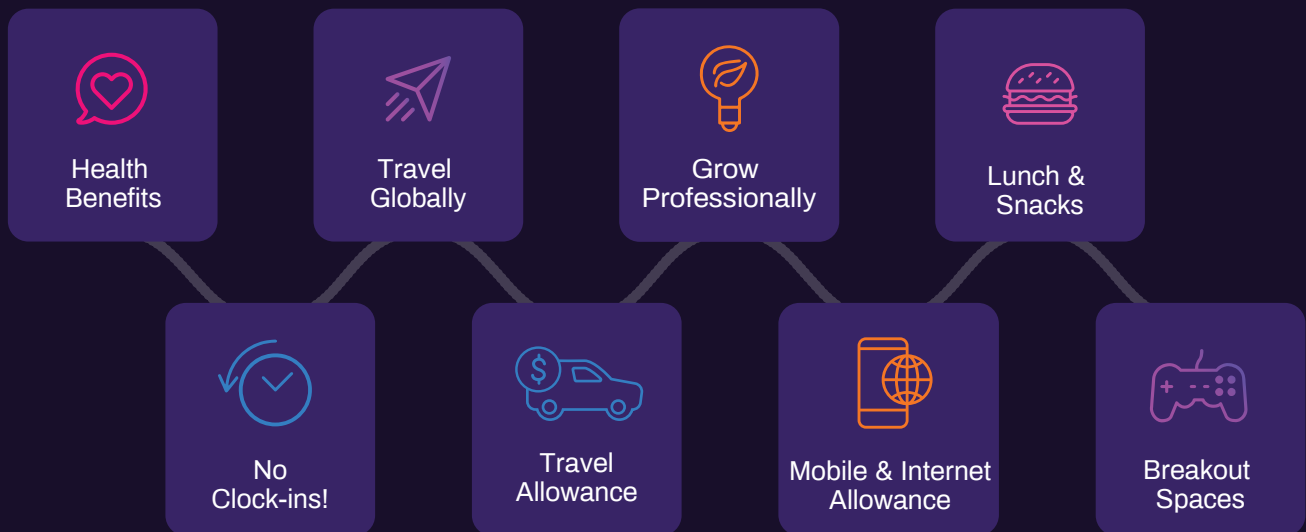
You will be expected to

- ▶ Develop and operate communication plan incorporating segmentation
- ▶ Manage campaign production, development, and execution of SFDC campaigns
- ▶ Model the use of campaign analytics for data-driven decision making
- ▶ Achieve performance goals while sustaining channel health metrics such as deliverability and engagement
- ▶ Partner with stakeholders to develop campaigns that achieve objectives and best leverage channel capability
- ▶ Ensure balanced and relevant communication cadence across customer segments.
- ▶ TML, CSS, AMP Script, and building templates on the marketing cloud platform
- ▶ Administration and Management of Marketing Cloud Environment. Manage Business Units, Users roles, and permissions
- ▶ Take technical ownership of SFMC environment, provide support to teams, and manage all SFMC support cases with SFMC
- ▶ Integration of SFDC with tools such as Marketo, Pardot etc with campaigns focused on end to end lead capture and generation
- ▶ Manage Marketing Campaigns and Automation in Salesforce Marketing Cloud (Email and SMS - Mobile Connect) to ensure that all schedules are executed correctly and debug any failures
- ▶ Build Marketing Templates and Content Blocks using the Marketing Cloud Content Builder
- ▶ Assist and define Audience Segmentation through sourcing data from Salesforce or other data sources
- ▶ Experience with working on JIRA or other campaign management tools is a plus

Job Qualification

- ▶ Hands-on experience with enterprise-grade campaign platform (e.g. Salesforce Marketing Cloud SFMC)
- ▶ BA/BS/Masters in Business, Engineering, or other quantitative field or equivalent relevant work experience
- ▶ 3-5 years of hands-on development experience in the Salesforce ecosystem
- ▶ Salesforce Administrator Certification and Salesforce Platform Developer Certification is a plus
- ▶ Experience with integrations such as Apttus CLM, DocuSign, Dell Boomi, Twilio, GSuite, ZenDesk, Marketo, NetSuite, Tableau, or other cloud business applications
- ▶ Excellent oral and written communication skills
- ▶ Strong analytical skills and ability to quickly connect business requirements with functional capabilities of the application

Employee Benefits



To apply, drop us an email at: hr@xgrid.co