

## Salesforce Marketing Cloud Manager Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=151633>

Downloaded On: Apr. 19, 2021 5:59pm

Posted Dec. 17, 2020, set to expire May 1, 2021

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| <b>Job Title</b>            | Salesforce Marketing Cloud Manager  |
| <b>Department</b>           | Provost & VP Academic Affairs   |
| <b>Institution</b>          | Auburn University<br>Auburn, Alabama  |
| <b>Date Posted</b>          | Dec. 17, 2020   |
| <b>Application Deadline</b> | Open until filled   |
| <b>Position Start Date</b>  | Available immediately   |
| <b>Job Categories</b>       | Classified Staff  |
| <b>Academic Field(s)</b>    | Graphic Design/Marketing<br>Communications/Public Relations   |
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### Job Description

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.



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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.

### **Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### **Contact**

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