



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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### **Marketing Cloud and Experience Administrator (CRM)**

A Classified Supervisory (Exempt) Position  
Grade 191E– Salary Schedule 35

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#### **A. General Statement**

The Marketing Cloud and Experience Administrator is a member of the CRM Team in the Information Technology Services (ITS) Department, and they will work closely with the CRM System Administrator and the CRM Senior Programmer. The person in this position will be someone with excellent technical and communication skills who can interface directly with internal stakeholders to understand their needs in order to administer and enhance the system accordingly. The Marketing Cloud and Experience Administrator is responsible for day-to-day activities in Marketing Cloud and Design and user experience in the Experience Cloud (Community Cloud). In Marketing Cloud this person will lead the design and maintenance of Marketing Cloud including journeys, automation, data extensions, synchronization, and audit trail monitoring. This person will also lead activities in Experience Cloud to improve the experience for students and other stakeholders. This includes implementing new design features, improvements, and customizations, as well as configuring Lightning Components, Experience Cloud components, and digital experiences.

#### **B. Duties & Responsibilities**

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

#### **Marketing Cloud System Administrator**

1. Primary contact/lead for Marketing Cloud
2. Collaborate with the Salesforce System Administrator, third Party vendors/consultants, Campus Marketing Teams, ITS (Information Technology Services), and other stakeholders
3. Grant/remove and maintain user licenses for Marketing Cloud
4. Maintain security, including sharing rules and security levels to Marketing Cloud, and Marketing related Objects
5. Perform daily administration and support of Marketing Cloud and related Objects including but not limited to creating/managing business units, security settings including custom roles and permissions, automations, data imports and synchronization, data extensions, and audit trail monitoring
6. Lead development and maintenance of Journeys in Marketing Cloud including but not limited to Recruitments Messages, Matriculation Messages, Registration Messages, Program Specific Messages, etc.

7. Lead the implementation of new releases of Marketing Cloud and various related applications in use (Salesforce.com, Salesforce.org, Enrollment Rx (ERX), Salesforce Advisor Link (SAL), Marketing Cloud Connect, etc.) Research and share new features, make recommendations on new features, and understand how they impact our organization to ensure we are taking full advantage of offerings
8. Participate in new project discovery, configuration design, testing, and deployment. Have a strong understanding of business requirements, and make recommendations for solutions
9. Proactively learn newly implemented systems/tools outside the enhancement workstream
10. Assist in training, troubleshooting, and support with end users in Marketing Cloud
11. Assist users with dynamic content using AMPScript. Maintain and enhance data extensions using SQL activities in automation studio

### **Data and Analysis**

1. Build reports and manage data extensions in Marketing Cloud that provide real-time insight into operations and outcomes
2. Regularly dedupe records and maintain user roles within our organizational limits

### **Experience Cloud (Community Cloud) and User Experience Design**

1. Provide design expertise, best practices, and guidance in Experience Cloud and other Salesforce Objects
2. Improve Experience Cloud user experience with design improvements and customizations
3. Direct customer engagement to help them derive value from their Experience Cloud (AKA Community Cloud) solutions
4. Enable digital experiences across multiple channels
5. Measure adoption and engagement for Experience users
6. Apply brand and design pages to Experience Cloud, Mobile, etc.
7. Configure Experience Builder Components and Lightning Components
8. Understand the out of the box capabilities and limitations, and when to customize including developing strategies for accessibility and inclusion
9. Comfort with HTML, CSS
10. Assist in integration of other tools with Experience Cloud
11. Demonstrated ability to capture design business requirements, translate those requirements to technical/business solution options, and be able to communicate those effectively back to the customer, both from a technical and business aspect

### **C. Requirements**

- Possession of a Bachelor's degree in Computer Science or closely related field
- 3-5 years of Salesforce.com experience or equivalent
- 3-5 years of system administration or end-user support experience in an IT environment
- Experience in design, development, or marketing
- Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff

OR

An equivalent combination of education and experience

### **D. Preferred**

- Salesforce.com Admin (ADM201 and ADM211) Certified preferred
- Salesforce.com Marketing Cloud Administrator or Developer Certified preferred
- JavaScript Developer I Certified preferred

**E. Physical/Other Requirements**

This classification requires sitting or standing for prolonged periods of time, and dexterity of hands and fingers to operate a computer keyboard, touch screen and mouse in order to perform the essential functions.

**F. Knowledge, Skills & Abilities**

1. Detail oriented and self-starter with strong written and interpersonal skills
2. Ability to work independently, as well as part of a team
3. Team player with positive “can-do” attitude
4. Great communication skills with enthusiastic personality
5. Strong problem-solving skills
6. Strong data management abilities
7. Proven ability to work with persons of varying cultures and backgrounds

(07/2022)