Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Salesforce Marketing Cloud Administrator/Developer

Department/Division: ARD Systems**/**Academic Registrar's Division
Accountable to: Senior Marketing Cloud Developer

Competency	Evidence	E/D
Knowledge and Experience	Experience in configuring and/or developing Salesforce Marketing Cloud to provide effective user and customer focused solutions	E
	Experience in initiating and managing change in business processes and IT solutions.	E
	Strong awareness of the use of complex databases.	E
	Experience in providing business system support and/or training.	E
	Experience in writing documentation including process maps, technical documentation and user guides.	E
	Awareness of Project Management and Business Analysis techniques (Agile and Business Process diagramming).	E
	Strong awareness of how universities can benefit from the use of Marketing Cloud with CRM to support student administration and meet their aims and objectives.	E
	Experience with reporting to interrogate and produce complex reports about student data.	D
	Experience of writing SQL and/or SOQL.	D
	Experience of solution delivery using AMPscript, Server-Side JavaScript (SSJC), Guide Template Language (GTL), Journey Builder and Flow.	D
	Experiencing of configuring solutions in core Salesforce CRM	D
Communication	Ability to convey in both written and oral form technical and complex information in a clear and effective manner to staff at all levels with varying	E

	degrees of interest and skills, including to non-technical colleagues.	
	Ability to find out what users already know so as to determine the appropriate level of detail needed in the response.	E
	Ability to deal sensitively and fairly with escalated calls from users, including on particularly difficult and sensitive issues.	E
	Ability and confidence to provide expert advice and guidance about business systems, reporting tools, and business processes.	E
	Willingness and ability to develop the skills and capabilities of staff.	E
Service Delivery	Experience in providing a high-quality customer-focused service, to escalate and follow-up unresolved problems as required.	E
	Ability to work to defined service levels.	E
	Ability to communicate project progress and escalate issues appropriately.	E
	Ability to respond quickly to developing situations and to remain calm under pressure.	E
	Excellent interpersonal skills.	E
Planning and Organisation	Excellent organisational skills, including the ability to plan and prioritise a varied workload to meet deadlines in an efficient and effective manner and be self-motivated.	E
	Ability to manage own workload, and communicate potential conflicts to line managers.	E
	Strategic planner and thinker able to plan, manage and execute sustainable solutions.	E
Initiative and problem solving	Ability to make constructive recommendations and devise creative solutions.	E
	A heightened attention to detail.	E
	Ability to resolve problems in a timely, effective and efficient manner.	E
	Able and willing to quickly gain a detailed knowledge of LSE's processes and how ARD systems support them.	E
Liaising and Networking	Ability to develop a good working relationship with customer department and key stakeholders on a formal and informal level.	E
	Ability to establish good working relationship with external suppliers and statutory customers, including	E

		representing the team, the division and the School at departmental meetings, local and national user groups and other forums.		

E – Essential: Requirements without which the job could not be done.
D – Desirable: Requirements that would enable the candidate to perform the job well.