



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the institutions, in consultation with the post-holder.

Job title: Salesforce Marketing Cloud Administrator/Developer

Department/Division: ARD Systems/Academic Registrar's Division

Accountable to: Senior Marketing Cloud Developer

Job Summary:

ARD Systems is the largest Business Led Technology team at the School, and the largest IT development group Schoolwide. The team are responsible for three of the School's main platforms, the Student Records System, SITS; the marketing platform, Marketing Cloud; and the enterprise platform, Salesforce. This is alongside other related applications, including Blackthorn, Digitary, FormAssembly, TargetX, Informatica, Gearset, Elements, and S-Docs. Team members are also skilled users of other applications such as BusinessObjects and Tableau, and manage end point integrations for the systems within the remit of the team. Collectively, these applications are used to provide solutions for end to end business processes, and end to end services. The work they do underpins the day to day running of the School, and the School's LSE2030 strategy, with the enterprise Salesforce and Marketing Cloud platforms key enablers to much of the strategies successful delivery.

The vast majority of the solutions the team provide are student related. However, as the team focusses on providing generic solution components and generic core technology services, these are re-used across multiple areas of the School, both student related and not. Over the last 5 years, this has seen the team become a delivery partner to all areas of the School, beyond the already extensive reach of the student lifecycle focused Academic Registrars' Division.

Solutions are provided across all three strategic pillars of Education, Research and LSE for everyone. All prospective students, applicants, students and all staff are users of the teams systems, alongside organisations, sponsors and parents, which is the largest user base in the institution and with plans to extend to all alumni.

Although the team have responsibility for systems, much of the focus is on business processes and services, and business analysis skill, logic and problem solving is the rich vein that permeates across the work of all team members, with communication and analytical skill as critical as technical competence.

The team's remit is therefore complex and diverse, and team members engage in delivering and supporting solutions to complex problems, and to complex interrelated processes, services and data. The team seek to streamline processes and deliver generic secure scalable solutions that can be tailored to a specific use case - driving return on investment via efficient use of the platforms, increased adoption through familiarity of use, and opportunity through assimilating services and data to enable insight. They do so by being leaders in their field.

Work includes end to end project delivery and a support and maintenance service to teams across the School, and their customers. The team liaise with a number of external suppliers and agencies, including statutory bodies such as UKVI, HESA, and the OfS, not least to deliver



statutory requirements such as the Student HESA return, Unistats, and Graduate Outcomes. Internally, the team contribute at all levels of School governance, through occasional attendance at SMC meetings through to positions on key IT boards and committees; and externally, represent the School on international groups and at events. They work with teams across the School, in all academic departments, research centres and central service divisions.

The team works across three main areas: providing support, maintenance, enhancements and small distinct projects known as 'core services' (such as servicedesks); large change projects; and statutory returns.

The post holder will be part of our new dedicated Marketing Cloud part of the team and can expect to be involved with some headline projects centred on the Marketing Cloud platform and associated Salesforce data and processes, and most notably programmes of work across our degree Student Marketing and Recruitment functions and our Extended Education provision, with philanthropy, alumni, student lifecycle and other communications in the pipeline.

They will also be involved in the delivery of enhancements and continuous improvement of existing solutions on the Salesforce platform that relate to the key marketing and communication functions delivered through the Marketing Cloud.

As a flexible member of the team, the post holder is also responsible for providing user support, training, business process and second line technical support to staff across the School. As with all members of the team, he/she will also contribute to a management information service. The post holder's work will centre on the core configuration of the Marketing Cloud and associated elements of the Salesforce platform..

Duties and Responsibilities

1. To be a key member of the team in developing Marketing Cloud solutions to support and enhance communication and marketing functions of the School, by:
 - Delivering solutions for ARD Systems development projects utilising the Marketing Cloud and Salesforce CRM platforms;
 - Working with Salesforce and Marketing Cloud Developers and the Enterprise CRM and SRS manager to design and implement solutions;
 - Using the Marketing Cloud (primarily) and Salesforce platform tool kit to deliver new and enhance existing processes;
 - Undertake technical task, including the creation and maintenance of data extensions, integrations, dynamic and personalised journeys and assets using the various scripting languages used in the Marketing Cloud platform;
 - Following established processes to develop, implement and test new solutions and promote changes to live systems;
2. To develop an expert knowledge of the School's business processes covered by the Marketing Cloud and Salesforce platform, and be a leading systems expert for a number of the following areas of activity:
 - Existing and future Marketing Cloud and associated CRM functionality across the Student lifecycle (including Student Recruitment, Widening Participation, Admissions; Enrolment, Welcome and through to Graduation); the lifecycle for Extended Education (short course) provision; and in time Alumni engagement and other communications utilising the platform across LSE Services, Academic Departments and Research Centres.;

- The future Core Service for broadcast communications via the platform;
 - Other Marketing Cloud related business processes added to the remit of the team.
3. To develop reports and dashboards across systems to aid business processes and management information by:
 - Liaising with the Business/Requirements Analysts and colleagues across the School to gather requirements for standard reports and translate them into detailed specifications;
 - Delivering standard reports using the Marketing Cloud and Salesforce reporting and dashboard tools;
 - Advising and assisting users in the School to use the appropriate end user tool to meet their reporting needs;
 - Making a significant contribution to creating a suite of easily accessible standard reports to be used to aid businesses processes and to provide management information for internal and external stakeholders;
 - Assisting Testers with creation of test scripts as part of project delivery;
 - Writing ad hoc SQL and SOQL queries to test data quality and system developments.
 4. To assist the School's Business/Requirements Analysts and colleagues in reviewing and improving business processes by:
 - Establishing and maintaining effective working relationships with marketing and business process owners and users;
 - Contributing to discussions on best practices for system use and implementation, utilizing an expert knowledge of systems, their capabilities and structure;
 - Documenting processes and data as delivered on Salesforce using relevant tools, including Elements;
 - Recommending changes to improve quality or efficiency.
 5. To take part in the implementation of improvements and upgrades to systems, using Agile methodologies, including participation in regular standup and solution's design meetings, and the maintenance of relevant project documentation using relevant tools.
 6. To take part in the planning, organisation, testing and application of updates in line with the Change Processes, where appropriate.
 7. To provide effective process and second line technical support to system users by:
 - Taking ownership of escalated helpcalls;
 - Ascertaining the priority of issues in conjunction with the business need;
 - Helping to solve users' problems directly, and liaising with software suppliers where necessary;
 - Liaising with colleagues regarding the resolution of problems and to prevent them recurring;
 - Ensuring problems do not recur by identifying and implementing sustainable solutions.
 8. To provide training and development for new and existing staff by:
 - Assisting with the writing and maintaining materials to ensure that users are able to use the Marketing Cloud and associated Salesforce solutions effectively in their role;
 - Communicating changes in requirements and processes, particularly those of a statutory nature;
 - Emphasising the importance of accuracy and completeness for data quality;
 - Maintaining the team wiki pages which are used for documenting technical and process guides.



9. To contribute to the cyclical maintenance of the base data and system configurations that combine to ensure processes are effective, for example by maintaining coding structures; system parameters, configurations; and user access and role groups.
10. To represent LSE at User Group meetings and seminars at local, regional, national and international events, and take part in User Forums as appropriate to keep up to date with sector, other HEIs' and system developments.
11. To carry out any other tasks requested appropriate to the grade of the post and its purpose.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.