

We are a technology recruitment partner focused on search and selection of IT experts internationally. Currently, we are looking for an accomplished experts for the role of Integration Analyst. We offer a rewarding and exciting professional experience and opportunity to develop your career in a highly competitive international environment.



# Salesforce Marketing Cloud Analyst

Location: Warsaw, Poland

Division Digital and Ecommerce Technologies is responsible for developing and/or delivering solutions that aim to provide digital platforms in area of Digital Marketing (eCRM).

The role of the Product Analyst is to support the business teams in their daily use of the platform, identifying improvements and project implementations and has the following objectives:

Engaging with internal business stakeholders from different brands and domains to elicit their requirements, asses them, assure common understanding and define the scope of project/change.

Providing a business oriented expertise and, where required, leadership to the business on projects.

Providing a system and platform expertise to business stakeholders, including presales activities.

All includes consideration and compliance with Client standards, security and GDPR implications.

## Scope of Responsibilities:

- ◆ Elicit requirements through the use of: application design sessions, interviews, document analysis, requirements workshops, surveys, business process descriptions, business analysis, user stories, domain modelling, scenarios, task and workflow analysis, solution presentation.
- ◆ Analysis of requirements with regards to Salesforce Marketing Cloud capabilities, defining solutions and strategy of implementation
- ◆ Create and maintain the documentation of your efforts and communicate the results with stakeholders.
- ◆ Actively seek to share and be open to best practices, new ideas, opportunities and issues.
- ◆ Design business driven information technology solutions together with the vendor.
- ◆ Actively drive the enhancement/modification of supported solutions and processes related to it.
- ◆ Work closely with internal business stakeholders, external partners and vendors
- ◆ Ensure all IT security risks are covered in the rollout of the system.
- ◆ All activities must be performed with special attention on GDPR requirements.

## Skills & Experience required:

### Essential

- ◆ Proven practice in Business Analysis techniques, with at least 2 years of experience in a client-facing role
- ◆ Good qualifications in digital technologies, with at least 1 year of experience.
- ◆ Experience in email projects or projects related to direct marketing communications
- ◆ Expert proficiency in English with good communication skills.
- ◆ Ability to communicate ideas in both technical and user-friendly/business language.
- ◆ Ability to quickly understand business needs.
- ◆ Proven stakeholder management.
- ◆ Knowledge of technology standards, solutions modelling and services design.
- ◆ Understanding of digital metrics optimization.
- ◆ Demonstrated ability to apply technology solutions to business problems.
- ◆ Knowledge of security, database principles and operating systems.
- ◆ Ability to work in complex corporate environment.

### Desirable

- ◆ In-depth knowledge of Marketing and Ecommerce business functions.
- ◆ Strong business acumen, financial and business metrics understanding.
- ◆ Vendor management experience.



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## Technical / Professional Qualifications:

### Essential

- Master's degree in Computer Science, Software Engineering, Management Information Systems, or a related field
- Expertise in providing on-site and remote software technical support for customers and business stakeholders
- Microsoft Office suite to proficient level.
- Agile software development methodologies.
- Experience in LucidChart or other process flow tool
- Knowledge of HTML, CSS, JavaScript

### Desirable

- Knowledge of marketing automation solutions
- Project management skills.
- Knowledge and experience in Salesforce Marketing Cloud

## Personal Attributes:

- Achievement focused and able to work in a direct and often pressurized environment.
- Entrepreneurial and tenacious mindset.
- Approachable in nature and confident in own abilities.
- Exhibits an attention to detail.
- Comfortable in challenging the status quo.
- Exhibits high standards of integrity.

## Offer:

- Challenging and innovative global projects.
- Fresh fruits every day.
- Flexible work hours.
- Competitive salary.

Interested candidates should send their resume (CV) to [konrad.witek@itpuzzle.com.pl](mailto:konrad.witek@itpuzzle.com.pl) with „Salesforce Marketing Cloud Analyst” in the subject line.