



Job description

Salesforce Business Architect

May 2021

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

INTO University Partnerships is an independent organisation committed to expanding higher education and career opportunities for students across the globe.

We believe in the power of education to transform lives. We believe that movement of students leads to movement of ideas, which in turn creates better and more successful societies.

We connect students seeking quality international education with leading universities worldwide aspiring to widen their global reach and impact. Achieving the best learning experience and career prospects for students is central to our mission.

Since our inception in 2005, INTO has pioneered innovation in international education and created groundbreaking partnerships with 30 universities in the US and UK. We have so far helped more than 130,000 students from 190 countries realise their dream of achieving a degree from a world-class university. We also equip students to get a head start in building a career. We do this by offering exceptional academic and employability skills programmes.

We are active in over 120 countries and provide unrivalled personalised service to international students with more than 1,500 experienced staff worldwide and a global network of 2,000 recruitment partners.

Our websites have details of how we are organised and our outstanding achievements so far:

www.intostudy.com

www.intofuture.com

www.intoglobal.com

www.into-giving.com

Role context

The Salesforce Business Architect will be a critical leader within the Core Business Technology team and will be working across both business and technology groups to optimise use of Salesforce.com and related systems, specifically to benefit Recruitment, Marketing, Admissions, and Finance related processes.

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Reporting line

The role reports to VP, Core Business Systems.

Job purpose

To set strategic direction and global roadmap for Salesforce.com implementation and related systems, and to drive Agile development cycles.

Key accountabilities and duties

Role and responsibilities

- Global initiation and management of Salesforce development programs to improve sales and marketing effectiveness in collaboration with CRO (Chief Recruitment Officer), SVP Recruitment, CMO, and other senior stakeholders
- Advocacy and education of business stakeholders on the best way to develop, customise and use Salesforce, to ensure maximum ROI, based on extensive knowledge and experience of both the system and its benefits
- Identify global capabilities and relevant differences that apply in certain regions and design to minimise customisation
- Identify, define, and prioritise strategic initiatives needed for evolution of Recruitment/Sales, Marketing, Admissions, and Finance capabilities
- Define and maintain the sprint release roadmap, including user stories and epics for capabilities/features
- Act as the primary contact for the salesforce strategic improvements with both business and technology teams. Manage work capacity, prioritisation and achievements. Ensure the teams understand items in the Product Backlog.
- Manage and mitigate business impediments which will impact completion of strategic goals
- Prioritise the product backlog to achieve strategic priorities and maximise business value
- Optimise the value of the work the Development Team performs and ultimately accepts the work as done from the team, assuring it meets the business needs of all the regions
- Ensure that the product backlog and development roadmaps are visible, transparent, and communicated to stakeholders, and show what the technology team will work on next

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post can be based in the UK or US. Travel may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;

- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

- Extensive Salesforce administration / customisation knowledge
- Experience working with various business groups to increase performance by utilising Salesforce.com core platform capabilities
- Experience creating a roadmap for Salesforce.com development and managing sprints
- Excellent stakeholder management and prioritisation skills
- Experience working with Marketing Automation systems to improve marketing journeys and better information flow between Sales and Marketing teams
- Experience with design, implementation, and architecture of financial systems

	Essential	Desirable
Academic qualifications	<ul style="list-style-type: none"> • Bachelor's Degree or equivalent 	<ul style="list-style-type: none"> • Salesforce Certification
Experience	<ul style="list-style-type: none"> • Experience of product ownership of Salesforce application • People management skills • Good understanding of sales processes and use of Salesforce to support and measure • Proficiency with all MS Office applications (Excel, Word, PowerPoint, Outlook, etc.) 	<ul style="list-style-type: none"> • Experience in working with Sales and Marketing teams to improve organisational performance • Experience with marketing automation technologies
Knowledge	<ul style="list-style-type: none"> • Proficient with Salesforce Sales and Service Cloud functionality 	<ul style="list-style-type: none"> • Knowledge of Salesforce Marketing Cloud • Knowledge of FinancialForce
Skills/Abilities	<ul style="list-style-type: none"> • Strong capability to prioritize effectively • Good verbal and written communicator • Able to meet deadlines and prioritize simultaneous requests • Self-directed and dependable to follow-up on multiple streams of work across stakeholder groups • Able to problem solve effectively 	<ul style="list-style-type: none"> • Excellent ability to serve as a liaison between operational groups and technology team to identify & solve issues rapidly