



Our client is one of the world's leading luxury fashion brands and stands for modern elegance and cool glamour. With around 1,100 points of sale, the company is present in 80 countries worldwide and offers its customers a high-end product portfolio for clothing and accessories.

Established throughout North America, Europe, and Asia and supported by 18 national subsidiaries, the group employs more than 1.800 people around the globe.

To strengthen their global marketing & communications team in Munich we are looking for an experienced

TECHNICAL CRM OPERATIONS MANAGER | SALESFORCE **(m/f)**

In this role, you will be the expert of the **Salesforce Marketing Cloud** (Exact Target) automation and development. Your deep understanding of SFMC will help you deploy quick solutions and to manage 3rd party executed projects while approving architecture and approach. The day-to-day responsibilities include Salesforce Marketing Cloud operations and support across the whole company. This role is very much hands on and partly managerial in nature. You will have the autonomy to partner with leads from other departments like IT and eCommerce to outline requirements, develop/ architect solutions, deliver, and plan.

Key Responsibilities:

- Proactive communication and collaboration with regional CRM managers, users to analyze technology needs and functional requirements. Delivering the following artifacts as needed: Functional Requirement Documents (FRDs), Business Requirement Documents (BRDs), Use Cases, etc.
- Working independently with users to define concepts and develop/ implement solutions such as advance customer journey in journey builder. Cart abandonment emails, triggered emails, Predictive intelligence emails
- Driving and challenging brands on their assumptions of how they will successfully execute their plans
- Serving as the conduit between the regional and eCommerce managers to collect, define and develop CRM solutions such as creating/ managing email campaigns, templates, data interactions and journeys within the Salesforce Marketing Cloud
- Integrating e-commerce and e-marketing platforms with SFMC – including identifying key data points, and setting up data file imports and API calls



Core Competencies/ Professional Requirements:

- Bachelor's/Master's degree required
- A few years of technical experience with Salesforce Marketing Cloud
- IT vendor management expertise is a plus
- Ability to interact effectively with internal business teams, at different levels of the organization
- Strong organizational, time management, communication, process orientation and problem-solving skills with multiple clients/ vendors/ projects
- Ability to successfully function in a fast-paced, deadline-driven environment is a must
- Strong hands-on experience on implementing triggered emails, cart abandonment emails, conversion tracking, predictive intelligence emails, cloud pages, AMPscript on Salesforce Marketing Cloud
- Experience in analysis and documentation of technical requirements
- Technology Assessment and Evaluation Skills
- Strong Problem Solving Skills
- Effective Communication Skills
- Business analysis skills

Technical/ Professional Requirements:

- Expert knowledge of development on Salesforce Marketing Cloud (specifically ExactTarget) is required
- Experience integrating with eCommerce driven data is a plus
- Systems integration – WebService (REST, SOAP), Batch, EDI, sFTP
- Familiarity with Postman or other API testing tools desired
- HTML, CSS, JavaScript
- Experience with AMP script is plus
- Analytics – Google Analytics, Omniture, IBM cognos
- Microsoft Office applications – Office Suite (Project, PowerPoint, Excel, Word), Visio and Project
- Experience with Jira/ Confluence a plus

We are looking for a technically and business savvy individual with a curiosity to develop new technologies to improve existing clientele and best practices. The successful candidate will know SFMC thoroughly and is comfortable in developer and solution architect roles.