



Position Description – Salesforce Marketing Cloud Functional Analyst

Position Details

Position Title: Salesforce Marketing Cloud Functional Analyst

College/Portfolio: Operations **School/Group:** ITS

Campus Location: Primarily based at city campus, and the potential to work across other RMIT campuses as required.

Classification: HEW 8 **Time Fraction:** 1

Employment Type: Continuing

Fixed Term Reason: Replacement Employee

Reporting Line: Tech Lead Salesforce Marketing Cloud

No. of Direct reports: 0

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion Imagination Integrity Courage Passion Impact

Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be–Know–Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

College/Portfolio/Group

The Operations Portfolio enables an integrated, enterprise-wide delivery for best practice student and staff experiences. The Portfolio incorporates the following business units: Enabling Services Reform (ESR), Communications, People, Information and Technology Services (ITS), Office of the Chief Operating Officer, Procurement and Vietnam Operations. The Portfolio houses significant drivers and delivery components across the staff and student journeys and enables the overall experience for both groups. The Portfolio is integral in bringing the RMIT strategy to life, across the globe. Each of these functions supports the global operations of the University both directly as well as through its controlled entities. The Information Technology Services (ITS) function provides RMIT University with current and emerging Technology systems and services. Our vision of “unleashing technologies to enable great experiences for RMIT communities” supports a proactive and leading-edge technology ecosystem, mindset and delivery empowering the advancement of the University's commitment to advancing Lifelong Learners.

Position Summary

The Marketing Cloud Functional Analyst sits within the Salesforce and Marketing Cloud development squad. The role is responsible for the administration and development on the Salesforce Marketing Cloud Engagement for RMIT Online. The primary function of this role will be focus on encompassing both technical expertise and business acumen to help the business achieve our key objectives.

The role is responsible for contributing to the design and execution of campaigns, as well as optimising existing automations and customer journeys. It translates business requirements into scalable technical solutions and works in close collaboration with the Campaign Specialist, Marketing Cloud Developer, and broader Salesforce development team to maximise the value of the Salesforce ecosystem.

Key Accountabilities

- Work closely with business stakeholders to gather and document business requirements related to marketing campaigns, customer journeys, and automation processes
- Analyse existing business and technical processes, data model and workflows to identify options and make decision on best technical solution using Marketing Cloud functionalities
- Translate business requirements into technical solutions within Marketing Cloud, including the journey design, entry and exit criteria, personalisation logics, automation workflows, data extensions and sender profiles
- Configure Marketing Cloud components such as Email Studio, Journey Builder, Automation Studio, and Audience Builder to meet business requirements
- Develop test cases and perform QA testing to ensure links, images, segmentation lists, decision logics, dynamic content function properly and email renders accurately across various email clients
- Setup tracking mechanisms and develop custom reports to measure the effectiveness of marketing campaigns and monitor platform health
- Maintain detailed documentation of business, functional and technical requirements as well as system configurations and best practices to facilitate knowledge sharing and support future initiatives
- Investigate and resolve issues related to Marketing Cloud configurations, integrations, or performance in a timely manner to minimize business impact
- Uphold email marketing best practices and provide recommendations to marketing activities and data management practices comply with relevant regulations (e.g., GDPR, CAN-SPAM, ACMA, Spam Act) and organizational policies

Key Selection Criteria

Essential:

- 2+ years of technical experience in Salesforce Marketing Cloud Engagement or similar marketing automation platform.
- Proven experience in building automations and journeys using Email Studio, Journey Builder, Automation Studio and Mobile Studio
- Knowledge in Marketing Cloud Connect and Salesforce Sales and Service Cloud is desirable
- Strong analytical skills with the ability to understand business processes, gather requirements from stakeholders, and translate them into effective Marketing Cloud solutions
- Knowledge of email marketing best practices and relevant regulations
- Development experience in SQL, AMPScript, HTML and CSS, JavaScript and SSJS are highly regarded
- Salesforce Marketing Cloud and Data Cloud certifications are beneficial
- Familiar with using agile methodologies, frameworks and tools
- Strong communication and interpersonal skills and the ability to establish and maintain business relationships
- Demonstrated commitment to continuous learning and staying updated on the latest developments, best practices, and updates in Salesforce Marketing Cloud and related technologies

Qualifications

No formal qualifications are required; however, relevant tertiary or professional qualifications will be favourably considered.

Working with Children Check

Appointment to this position is subject to holding a valid Victorian Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.