



## TERMS OF REFERENCE

### **Salesforce Marketing Cloud Consultant Digital Engagement Section, Copenhagen, Denmark**

<b>Project Title:</b>	Salesforce Marketing Cloud Enterprise 2.0 Implementation
<b>Organisation:</b>	UNHCR
<b>Job Title:</b>	Salesforce Marketing Cloud Implementation Consultant
<b>Duty Station:</b>	preferably Copenhagen, Denmark
<b>Duration:</b>	45 days between 1 <sup>st</sup> May and 14 <sup>th</sup> July 2017
<b>Contract Type:</b>	Individual consultant
<b>Closing date:</b>	<b>Sunday 30 April, 2017</b>

#### **Background Information:**

In more than six decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 8,600 people in more than 125 countries continues to help some 33.9 million persons.

To fulfil its mandate, UNHCR relies on voluntary contributions from Public and Private Donors. In 2014, UNHCR raised \$3.3bn of which \$208 million were from private donors (6.3%). Increased efforts in Private Sector Fundraising is essential to UNHCR in a context of growing humanitarian needs and stretched Public funds.

UNHCR's Division of External Relations have a Digital Engagement Section. One of the core objectives of this team is to help the organisation to accelerate public engagement and audience growth from digital channels.

Digital Engagement Section in Copenhagen oversee the activities of UNHCR's digital presence globally and ensure each audience is delivered high quality user experience that helps each business unit within UNHCR meets its digital objectives.

DES is using Salesforce Sales Cloud as a database (CRM) and Salesforce Marketing Cloud for Marketing Automation primarily Email Marketing. Currently thirteen National PSP offices of UNHCR are using Marketing Cloud for their email marketing.

#### **Scenario:**

In order to enhance the capabilities of Salesforce Marketing Cloud (Formerly ExactTarget), UNHCR is in process of migrating Salesforce Marketing Cloud from Enterprise 1.0 to Enterprise 2.0 with v5

Connector. There will be 18 Business Units (Accounts) of Marketing Cloud, Seven will be connected to one global Salesforce Sales Cloud instance. Two will be connected to their own Salesforce instances and test of the accounts will be connected to different database platforms.

The project blueprint is already being prepared with all the technical details and requirements. DES Copenhagen and most of the PSP office have their teams to perform the day to day email marketing. They will get support from the headquarter (Copenhagen) for migration of their assets to SMFC Enterprise 2.0.

### **Scope of work:**

- To perform the process of Migration from SFMC Enterprise 1.0 to Enterprise 2.0 including Setup, Configuration, Integration and testing of at least two SFMC accounts (including master account).
- To provide training to the existing team, in order to develop the capacity to setup the rest of the SFMC accounts.
- Prepare a detail Solution description, as a blueprint for future usage.

### **Duties and Responsibilities:**

- Responsible for the delivery of Salesforce Marketing Cloud implementations, and migrations
- Configure account setup and administration (BUs, roles and permissions, profiles, SAP, RMM, Users, subscriber filters, FTP), Configure data (lists, data extensions, Contact Builder), Manage unsubscribes
- Integrate Salesforce Marketing Cloud Business Units with Salesforce Sales Cloud, and perform testing to ensure that Email Sends, Tracking, Automation, and all other feature are working correctly.
- Document the whole process of the project as a blueprint for future use.
- Collaborate and perform technical solution design
- Provide high quality project delivery (on time, on cost)

### **Essential Minimum Qualifications and Professional Experience Required:**

#### **Education**

- Possess University level qualifications (Bachelor's or Master's degree) in a relevant area (desirable).
- Salesforce Marketing Cloud Certifications a plus

#### **Specific Experience**

- Expert level experience of the Salesforce Marketing Cloud Enterprise 2.0 implementation including multiple Business Units.
- Experience in integrating the Salesforce Marketing Cloud with the Salesforce Sales Cloud through the v5 connector
- Experience working for Salesforce partner companies implementing Salesforce Marketing Cloud solutions is essential to be considered.

- 5 to 7 years' experience on numerous, complex and successful Salesforce Marketing Cloud implementations and migration projects.
- Expert level understanding of Salesforce Marketing Cloud methodology, which includes both implementation and technical Marketing Cloud expertise
- Expert level experience defining the technical architecture landscape within the Salesforce Marketing Cloud, and delivering a comprehensive solution that will enable achievement of the desired business outcomes
- Demonstrated experience in implementing and managing projects similar in nature and level of complexity

### **Language**

- Fluency in English (required).
- Knowledge of another language (desirable).

### **Essential Competencies:**

- Project Planning and Organizing
- Meet the deadlines
- Team working
- Communication skills
- Planning and Organizing

### **Required and Desirable Competencies:**

#### **Technical**

- Demonstrated expertise in implementation of Salesforce Marketing Cloud Enterprise 2.0 including multiple business units.
- Expert in Integration of Salesforce Marketing Cloud with Salesforce Sales Cloud.
- You are an expert user of Salesforce Marketing Cloud covering numerous modules including Email, Mobile, Journey Builder, Automation Studio, and AMPScript. (Desirable)
- Hand-on in testing and troubleshooting the integration and configuration issues.

#### **General**

- Highly organized and autonomous, able to multi-task and prioritize work load when necessary.
- Excellent writing and documentation skills, demonstrating high levels of attention to detail.
- Works well in a multicultural team and has a strong work ethic: strives to deliver high-quality, error-free deliverables.

### **Location:**

The Consultant will, preferably, be based in Copenhagen and report to the Digital Engagement team.

### **To Apply:**

Interested applicants should submit their letter of motivation and Personal History Form (P11), including testimonials/degrees/certificates to [DENCOCMUHR@unhcr.org](mailto:DENCOCMUHR@unhcr.org) indicating “**Salesforce Marketing Cloud Consultant**” in the subject of the email.

P11 forms are available on [www.unhcr.org/recruit/p11new.doc](http://www.unhcr.org/recruit/p11new.doc)

Applicants are requested to include an estimated daily fee on their application.

**The deadline for applications is Sunday 30 April, 2017.**