



SG_SFDC-BA

Job Information

Recruiter

NEXUS Corporation

Job ID

1593027

Industry

IT Consulting

Company Type

International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 12 million yen

Refreshed

May 21st, 2026 15:24

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Basic

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

Permission to work in Japan required

Job Description

As a **Salesforce Marketing Cloud Business Analyst**, you will support enterprise digital marketing programs by translating business and marketing requirements into scalable Salesforce Marketing Cloud solutions. You will act as a functional liaison between client stakeholders and Infosys delivery teams to ensure successful implementation and adoption.

Your Key Responsibilities

- Engage with client business and marketing stakeholders to understand campaign, personalization, and customer engagement needs
- Elicit, analyze, and document business requirements; translate them into functional specifications, user stories, and acceptance criteria
- Define and document **end-to-end customer journeys and campaign workflows** using Salesforce Marketing Cloud
- Act as a functional bridge between client teams and Infosys technical teams

- Support solution design across:
 - Journey Builder
 - Email Studio
 - Automation Studio
 - Contact Builder
 - Mobile Studio
- Drive **UAT planning, coordination, defect triaging, and business sign-off**
- Ensure adherence to Infosys delivery standards, data privacy, consent management, and compliance requirements
- Support go-live activities, post-production stabilization, and continuous optimization initiatives

Required Qualifications

- 5+ years of experience as a Business Analyst in **CRM, Digital Marketing, or Salesforce programs**
- Strong functional expertise in **Salesforce Marketing Cloud**
- Solid understanding of customer segmentation, campaign orchestration, and personalization strategies
- Experience working in **Agile delivery models** with distributed teams
- Strong documentation, communication, and stakeholder management skills
- Bilingual - English and Japanese

Preferred Qualifications

- Salesforce Marketing Cloud Consultant or Administrator certification
- Exposure to Salesforce Data Cloud or Sales / Service Cloud
- Experience working on large-scale transformation programs

Company Description