

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
November 19th, 2026 04:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Basic Level

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

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