

SG_SFDC-BA

募集職種

人材紹介会社
株式会社ネックサス

求人ID
1593027

業種
ITコンサルティング

会社の種類
外資系企業

外国人の割合
外国人 半数

雇用形態
正社員

勤務地
東京都 23区

給与
800万円 ~ 1200万円

更新日
2026年10月22日 02:00

応募必要条件

職務経験
3年以上

キャリアレベル
中途経験者レベル

英語レベル
基礎会話レベル

日本語レベル
ビジネス会話レベル

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可が必要です

募集要項

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

会社説明