

## **Marketing consultant cloud/CRM**

Are you looking for a new professional adventure and an enriching experience? Join the INTM group.

The Group INTM is looking for talented individuals who will grow through challenging assignments for our key account clients.

### **Job description :**

The INTM Group is currently looking for a Cloud Marketing/CRM Consultant. You will assist our teams in the technical-functional aspects of deploying marketing automation platforms (Salesforce Marketing Cloud, etc.), as well as in the establishment of diagnostics on various advanced solutions.

Your responsibilities will be the following:

- Analyzing existing business processes and constraints;
- Identifying and analyzing target needs;
- Leading technical and functional specifications workshops;
- Writing detailed technical and functional specifications;
- Designing applications, models and solutions;
- Monitoring developments and organization of progress points;
- Ensuring that the specifications are properly understood by the development teams;
- Tracking testing and approval stages of the configuration and developments in accordance with the specifications;
- Writing user guides and training materials;
- Conducting training sessions or skills transfer;
- Organizing and leading steering committees with the customer;
- Defining change management to promote the adoption of the solution.

### **Required skills**

- CRM / Digital Marketing;
- Agile methodology.

### **Profile description :**

You have at least one year of experience in deploying a CRM solution, particularly Salesforce Marketing Cloud. You have a good knowledge of English.

You are rigorous, curious, autonomous and proactive, all of which are essential assets for the success of the responsibilities entrusted to you.

Do you have proven communication and interpersonal skills?

This assignment is made for you!

*This position is open to people with disabilities.*

To apply for a job, go to <https://www.intm.com/>