

# Maranatha Baptist University

## Job Description

### Online & Distance Learning: Salesforce Business Analyst

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<b>Department:</b>	<b>Online &amp; Distance Learning</b>	<b>Supervisor:</b>	<b>Assistant VP of ODL</b>
<b>Employee Name:</b>		<b>Employee Classification:</b>	<b>S-1 Exempt</b>
<b>Prepared by:</b>	<b>Dana Davis</b>	<b>Date Updated:</b>	<b>January 20, 2025</b>

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**SUMMARY** The Salesforce Business Analyst communicates between Online & Distance Learning, Information Technology, and other MBU departments to help solve challenges and to find data-driven solutions with a focus on recruitment, admissions, and development. This role reports to the VP of ODL and closely coordinates with the Director of IT.

**IDEAL CANDIDATE** The ideal candidate is a servant leader who puts the needs of others first and helps people develop and perform as highly as possible. The ideal candidate has initiative, is eager to learn and takes ownership of tasks to see them to completion.

#### **Qualification Requirements**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, or abilities required for the position. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

#### Education

- Bachelor's degree (required) in business or computer technology.

#### Experience

- Business experience (required)
- Salesforce training and experience.

#### Skills

- Highly proficient at written and oral communication
- Strong interpersonal skills
- Proficient in Salesforce administration.
- Proficient in Microsoft Office programs
- Strong Excel skills (proficient in the use of functions, macros, pivot tables)
- Ability to interpret data/analyze trends and communicate the information in a logical way.
- Understanding of business processes/system capabilities
- Comfortable with web editing
- Strong knowledge, skills and abilities in Adobe Creative Suite software.
- Proficient in the social media platforms utilized by the institution.
- Proficient in necessary office technology (computer, phone, etc.)
- Proficient at working in multi-departmental teams
- Ability to work independently and efficiently

#### Personality Characteristics

- Maintains a highly organized electronic and physical workspace
- Exhibits a strong interest in online learning and distance students

- Demonstrates a solution-oriented, problem-solving attitude
- Demonstrates an ability to be both organized and flexible
- As an employee of Maranatha, the individual will be expected to help accomplish the mission in ways that include but are not limited to, leading students in prayer, giving Biblical advice, mentoring in spiritual matters, helping students develop Christian maturity, and teaching the Word of God. This leadership of students should be accomplished through direct communication with the students and also through a personal testimony and public lifestyle.

## **Essential Duties**

### Primary Duties

- Becomes knowledgeable in the following ODL processes: recruitment, admissions, billing, registration and advising
- Tracks enrollment numbers, analyzes data and reports on trends.
- Becomes a proficient user of Jenzabar EX and report writing software
- Becomes a proficient administrator of Salesforce and works to verify accurate Jenzabar EX integration.
- Becomes a proficient user of Pardot to market to Salesforce prospects.
- Responsible for Salesforce layout modifications and layout improvements.
- Responsible for Salesforce 360 SMS improvements and functionality.
- Backup the MBU Salesforce Systems Administrator in the management and improvement of Omni Studio and Admissions Connect.
- Complete business improvement projects involving Salesforce as assigned.
- Manages Cases within Salesforce.
- Implements all the digital marketing for distance learning in collaboration with the AVP.
- Edits relevant pages on the website, updates social media and maintains other public information about distance learning in conjunction with other personnel in Online & Distance Learning and Communications.
- Orders ODL branded giveaway items for educator conferences.
- Works with the AVP to complete the annual Operational Department Review (ODR)
- Works with the AVP to identify improvement projects and sees them to completion
- Works closely with the Billing Specialist to improve the student billing process.

### Additional Duties

- Performs customer service tasks including, but not limited to, answering the phone, responding to emails, and contacting applicants.
- Contributes to the completion of general office tasks, such as customer service and cleaning.
- Other duties as assigned

## **Physical Demands**

The physical demands for this position are minor and generally consistent with office work. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

## **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually quiet.
- The temperature in the office is maintained at a comfortable level.

- There are prolonged periods of sitting and viewing computer monitors.

**Evaluation**

Performance of this position will be evaluated under the provisions of this description and policies of the Maranatha Baptist University Staff Handbook by the Assistant Vice President of Online and Distance Learning.