**About Accenture:**

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations with more than 469,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$41.0 billion for the fiscal year ended Aug. 31, 2018. You can visit us at <http://www.accenture.com>.

**About Capability Network:**

If you are looking for a career with unparalleled global impact, then Accenture invites you to learn more about our rapidly expanding Capability Network. Over 2,000 management consulting and strategy professionals work in the Capability Network at Accenture.  Based in a network of prominent locations, Capability Network professionals specialize in providing cutting-edge Industry and Functional expertise and leveraging the power of Accenture to bring measurable value to our clients worldwide.

Join the Capability Network and always have the backing of the established brand of Accenture to deliver large scale transformational change. Grow your career and experience a stimulating, fast-paced environment working with prestigious clients on diverse projects to solve significant business challenges.  You will deliver lasting impact as you work as part of a highly specialized team, combining overseas client-site work with opportunities based locally, and contribute to high performance through continuous collaboration and knowledge sharing.  For more information visit [www.accenture.com/capabilitynetwork](http://www.accenture.com/capabilitynetwork).

**Strategy Capability Network Videos:**

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| **Video title** | **External link** |
| Accenture Capability Network | <https://www.youtube.com/watch?v=-92pvOH1d_k> |
| Accenture Capability Network Sales and Customer Service | <https://www.youtube.com/watch?v=bGqy8Wrlkdg> |
| Accenture in One Word | <https://www.youtube.com/watch?v=t1Fo8uNWZ-0> |
| MBA Careers: What makes Accenture different | <https://www.youtube.com/watch?v=5bg4u5Sczm8> |

**Practice Overview:**

The Customer Sales & Service team is aligned to the Consulting division of Accenture and works with our client’s sales and marketing organization. The team provides transformation services across five key offering namely Intelligent Marketing, Connected Commerce and Next Generation Customer Care. These services help our clients optimize their cost to serve and improve revenue per customer.

The team is comprised of individuals who have great understanding of customer services function and span across various industries like CHT, FS, Utilities and Retail. The team leverages their diversified skills to deliver projects that helps drive quantifiable value to our clients.

We are looking for passionate and driven individuals who will help define service strategies, design and implement contact center solutions and help optimize our client’s service operations. Individuals must have good communication skills, knowledge in relevant technologies, innovative thinking and commitment to quality

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| --- | --- | --- | --- | --- |
| **Skill/Operating Group** | Sales Force Marketing Cloud |  | **Level** | Analyst |
| **Location** | Bangalore / Gurgaon / Mumbai / |  | **Travel Percentage** | Expected Travel could be anywhere between 0-100% |

|  |  |
| --- | --- |
| **Principal Duties**  **And Responsibilities:** | * Good Knowledge of end to end flow for Salesforce Marketing Cloud/Pardot * Minimum 3 years of experience working on Salesforce Marketing cloud/Pardot * Exposure to various Salesforce Marketing cloud application like Email Studio, Automation Studio, Journey builder, Contact builder Etc. for SFMC. Forms, Form Handlers. Prospects etc. for Pardot. * Understand marketing processes * Conduct various internal stakeholders workshops and document/ sign off the business requirements * Conduct SFMC/Pardot Marketing capability assessment, prepare target market operating model, functional blueprint, use cases, create and articulate business case for marketing solutions and explain the value proposition to the client * Good to have other salesforce clouds knowledge. |
| **Qualifications:** | * Bachelor’s degree in related field or equivalent experience. MBA is preferred * **One or more certifications in SFDC -Marketing cloud/Pardot (good to have in additional SFDC Certifications)** |
| **Experience:** | * SFMC/Pardot Functional Consultant with 2+ years of experience in Marketing cloud/Pardot implementation (3+ years of total implementations experience) with deep functional, industry and client facing experience * Extensive experience and hands-on role in conducting requirement gathering and design workshops, preparing solution and functional blueprint, leading and coordinating solution design and deployment across multi-dimensional team |

*Accenture is an equal opportunities employer and welcomes applications from all sections of society and does not discriminate on grounds of race, religion or belief, ethnic or national origin, disability, age, citizenship, marital, domestic or civil partnership status, sexual orientation, gender identity, or any other basis as protected by applicable law.*