POSITION DESCRIPTION FOR 2017

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>Salesforce Administrator-Marketing Automation Specialist</th>
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<td>REPORTS TO</td>
<td>Director of Development</td>
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<tr>
<td>DEPARTMENT NAME</td>
<td>Development</td>
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<tr>
<td>LOCATION</td>
<td>Eugene, OR</td>
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SCOPE & GENERAL PURPOSE OF JOB:
- Administer and help Marketing Director manage marketing automation software refinements and improvements
- Support ESP integration to Salesforce via marketing automation software Pardot
- Work with the Salesforce Development team to gather requirements and implement solutions for business process and environment customizations

MEASURES OF SUCCESS:
- Strongly support CBT Nuggets core values and Tenets.
- Ensure rapid development time for new features and products as well as provide support for those features and products.
- Effectively and efficiently handle new projects that are implemented and ensure they are supported throughout the project duration.

PRIMARY RESPONSIBILITIES:
- Craft marketing email campaign automation using Salesforce and Pardot via marketing team specification
- Cross-integrate multiple data sources and platforms to execute inbound marketing strategies
- Support the architecture of the marketing-sales lead funnel and strengthen the pipeline using data integration
- Understand digital marketing deliverables and the inherent data requirements
- Identify and report on lead and customer trends in Salesforce relevant to growing revenue
- Utilize basic Salesforce administration skills including managing users, fields, page layouts, workflow rules, flows, generating process builder processes, and managing apps

SKILLS/ COMPETENCIES:
- **Required Education:**
  - Bachelor’s degree and minimum of two years experience in a CRM and ESP technical support role
- **Technical Competencies**
  - Experience configuring an enterprise level marketing automation platform and CRM service
  - Foundational computer science and IT knowledge
  - Literate with Mac products and Google Business Applications
- **Attitude Required:**
  - Must be honest and value integrity
  - Must be willing to treat all co-workers with respect
  - Must understand and appreciate the value of teamwork
  - Must have a good work ethic
  - Must have impeccable attention to detail
  - Must care about the mission of CBT Nuggets
  - Must be passionate about our learners’ success
  - Must be comfortable with autonomy and be a self-starter
  - Must be eager to learn and grow in your professional life
● **Skills Required:**
  ○ Must have exceptional listening, verbal and written communication skills
  ○ Must be an independent thinker
  ○ Must have exceptional planning and organizational skills
  ○ Must be kind, considerate, and persuasive
  ○ Must be creative

● **Skills that are Preferred but not Required at start of job:**
  ○ Salesforce Certified Administrator and Salesforce Certified Pardot Specialist
  ○ A healthy sarcasm/ quick wit
  ○ Assertiveness
  ○ A love of IT and/or technology
  ○ Ability to be proficient with an Apple laptop

**CBT NUGGETS MISSION**
...to continually improve the learning experience for IT professionals.

**CBT NUGGETS FAVORITE QUOTES**
  “It’s amazing what you can accomplish when you don’t care who gets the credit.”
  “Be honest, direct, and real.”
  “What would you do if you weren’t afraid?”
  “Life should be better tomorrow than it is today.”

**INTERVIEWING TIPS**
  ● What you say doesn’t matter nearly as much as what you do. Prove to us that you have passion, attention to detail, a good work ethic, and are an independent thinker through your preparation for the interview. Imagine yourself as already having the job and focus on telling us how you will help CBT Nuggets accomplish it’s mission with your help.
  ● Sign up for the free trial and learn about the CBT Nuggets offering. Every teammate at CBT Nuggets has to understand our customer and our product. Prepare as if you’re already on the team.
  ● Don’t be nervous, there’s no reason to be. If you feel nervous, channel that energy into a better use.
  ● Smile, and enjoy the process.

**COMPENSATION & BENEFITS**
  ● This position is a full-time (40 hours per week) salaried position
  ● Compensation is dependent on attitude and ability
  ● Benefits are outlined in the employee handbook

**OTHER DUTIES:**
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without written notice.

If you understand the value of hard work and you’re passionate about both the mission of CBT Nuggets and your role in it, then CBT Nuggets will be a very rewarding career opportunity for you.