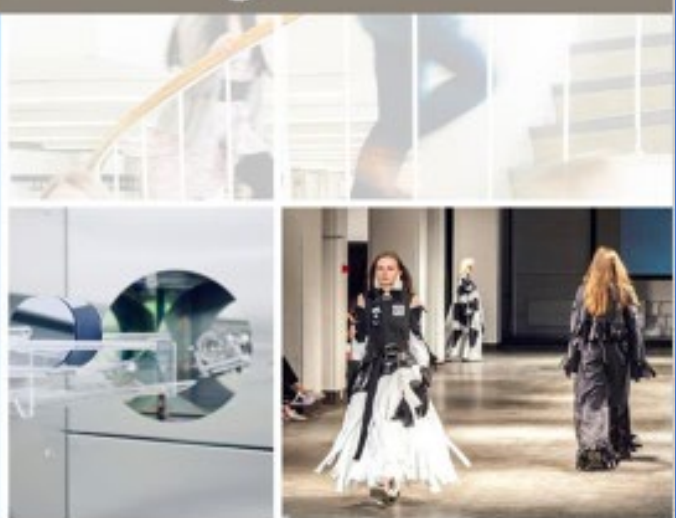




*Shaping the future*



# Solution Owner for CRM and Marketing Automation

## Aalto University IT Services





# Aalto University

## Multidisciplinary community of bold thinkers where science and art meet technology and business

Aalto University is a university where research, art and education are promoted hand in hand. We are committed to **identifying and solving grand societal challenges** and building an innovative future.

With high-quality research we aim at **creating significant impact** on the international scientific community, industry and business, as well as the society at large. Disciplinary excellence is combined with multidisciplinary activities, engaging both students and the local innovation ecosystem.

Aalto has **six schools** with 12 000 students and more than 400 professors. We are an international community: 40% of our academic faculty have an international background.

Aalto University was founded in 2010 as **three leading Finnish universities**, Helsinki University of Technology, the Helsinki School of Economics and the University of Art and Design Helsinki, were merged.

We have a **vibrant campus** in Espoo, in the Greater Helsinki region. The campus is developing into a unique, open **innovation hub** and a centre of collaboration that attracts partners from all around the world. It encourages sharing of ideas, inter-disciplinary encounters, creativity, growth and entrepreneurship.

*Watch videos!* [Here](#) you can find what Aalto is all about.

# A''

Aalto University

**“Liberal, multicultural and never dull”, says an Aalto IT expert. Read more about what it is like to work in Aalto IT services and watch a video here:**  
<https://duunitori.fi/tyoelama/aalto-universities-it-experts-in-spotlight>

More info at  
[aalto.fi](https://aalto.fi)



# Working at Aalto

## Why is a career at Aalto University an excellent choice?

### Collaboration reimagined

At Aalto University, a unique combination of science, art, tech, and business brings talent together to shape a sustainable future. Collaboration that breaks boundaries is where big, unlikely ideas, come to life. We have nearly 12 000 students and 4 000 employees, but the whole innovation ecosystem at the Otaniemi campus is much bigger.

### Joint direction

Sparking people to find their own paths and make an impact is ingrained in our culture. Some of us call it research, knowledge or critical thinking. Some might call it innovation, radical creativity or entrepreneurial mindset. We help each other thrive, focusing on the community and people, teaching and learning from one another, infrastructures and campus, and services. Everyone has their passion, but it's all our diverse viewpoints that can together make an impact.

### Culture that inspires and includes everyone

It's the people that create Aalto, now and in the future. We want to be an open community where equality and inclusion enable curiosity, innovation, collaboration and wellbeing. We constantly keep learning to find the most impactful ways to empower – and invest in – our people.

We actively support **the career and competence development** of our staff by creating opportunities for career advancement, flexible job rotation or moving on to a parallel career. We also offer a wide variety of training and development solutions for personal and professional growth at each stage of your career.

**Diversity** is part of who we are. We actively work for caring and **inclusive** working culture where everyone can feel safe and welcome. Our environment is multicultural, widely English-speaking and its easy to settle in, wherever you come from. 40% of our academic faculty comes from outside of Finland.

Because of our goals, we have **high ambition level** in everything we do. At the same time, we believe that great results can only come from **healthy and happy employees**. We have reasonable working hours and longer than usual holidays. Also, we offer comprehensive private occupational healthcare services to all our employees.





# IT Services

## Top-level science and art require support from top-level experts

Aalto University has a strong focus on digitalization, development and creating new. Working with us you will get to see and experience the latest developments in IT industry and take part in big changes.

Aalto IT Services has a key role in supporting digitalization by producing top-level services for researchers, teachers, students and staff members to make their work easier, more flexible, comprehensive and secure regardless of time and location.

### **We are trailblazer in digitalization.**

For example, we have:

- ❑ Strong research competence: e.g., big data, machine learning, algorithms, software, cybersecurity, user interface
- ❑ Multi-disciplinary applications in focus: e.g., industrial internet, new process technologies, service economy, gaming industry
- ❑ Tight collaboration with industry
- ❑ Active startup community

### **Join us in Digital Aalto journey!**

At Aalto, we've already come far in our digitalisation journey. We have a strong research environment and attractive educational offerings supported by digitalisation, as well as a track record of running teaching and research activities online. We use and develop modern digital platforms for a wide range of services. Our next goal is to become a forerunner as a data-driven university.

### **Digitalisation is a key driver and enabler for Aalto's strategic goals:**

- ❑ Enabling clusters of excellence and developing infrastructures for research & design
- ❑ Enhancing education and elevating student experience and quality of learning
- ❑ Building innovation, creative and entrepreneurial ecosystem
- ❑ Investing in community & people, physical and digital infrastructures and services

# Aalto University's IT Solutions for Services

Human Resources  
Campus  
Partnerships  
Finance  
Leadership Support  
Communications

## Supporting state-of-the art services and digital transformation at Aalto

We are the link between customer and service needs and Aalto's IT. Our team consists of around 10 skilled, talented and experienced professionals, passionate about delivering excellent services. However, you will mostly work with other professionals at Aalto who have stake in CRM and/or communications.

Your team leader will be Jukka Katainen. Jukka has wide experience on delivering and managing IT-systems both from provider and customer sides of the table. His leadership style is to give responsibility and expect you fulfil it – naturally helping in removing obstacles where needed.

We are responsible for IT solutions lifecycle supporting activities of services in Aalto University. Our team is also responsible for marketing, account and partnership management, and customer satisfaction regarding IT solutions related to university's support services (e.g., Leadership Support, HR, Finance, Communications, Partnership and Campus)

We work closely together with the service units of Aalto, other internal partners and other functions in ITS. We also ensure that IT solutions are in line with Aalto University Strategy and support the ongoing Digital Transformation.

### Our way of working

Our way of working is independent and self-directive. We rely on our people's expertise and give them responsibility.

"I have the resources and the mandate to develop my own solution area", a team member comments.

We actively drive IT solutions in our university and want to take them to the next level ensuring customer value.

Aalto University IT Services is a small team doing big things. Thus, your job description will be versatile and full of learning opportunities. You will get to influence a lot on your tasks, depending on what you are interested in.



# Solution Owner for CRM and Marketing Automation

## Your role and responsibilities

You will be managing our “CRM data and marketing automation” solution area and you will be partner responsible for our Advancement and Corporate Engagement team.

As a Solution owner, you will lead Marketing communication and automation implementations and the efficient use of CRM data across our applications. You will be involved across the entire lifecycle of the data and tools in use, focusing on delivery of benefits. An integral part of your role will be working with our partners to further develop their digital marketing processes to turn our current approach into more customer centric messaging.

Your most important stakeholders are our experts in communications, student lifecycle and partner management. You will act as a trusted source of knowledge to advise your colleagues on Marketing Automation best practice and its growing number of capabilities and build a roadmap for digital marketing automation tools. You play an integral part in the is nurturing and utilizing CRM data efficiently.

Main technological responsibilities:

- Ensuring that partner Master data is used effectively in different application and stays up to date
- Salesforce Marketing Cloud
- Taking over Dynamics 365 (CRM) responsibilities when the current person retires

## What we offer

This is a new position, and you will have the opportunity to refine the role based on your experience and expertise.

You will play a key role in shaping the future of Aalto University's Marketing communication and automation, getting to drive the transformation journey as we shift from traditional marketing to more customer centric communication.

Aalto University is technically unique and interesting: we have a rich and versatile IT environment with leading edge technologies combined with the latest developments in the field of IT research. Our significant in-house IT resources and capabilities enable experimenting and committed long-term IT development. We have an ambitious digitalization strategy and a diverse and vast community of innovative users.

With us you will be part of an inspiring and supportive work community of ambitious game-changers who are committed to identifying and solving grand societal challenges and building an innovative future. We support a culture of learning and experimentation that offers great possibilities of competence development. We fail fast and learn faster – together.

Aalto University puts great focus on employee wellbeing, offering flexible working time and location opportunities to suit your working style. We will work with you to form the best possible work experience during your employment at Aalto University!



# What we are looking for

## **Your experience and ambitions**

What will help you to succeed and enjoy working in this position

- Experience in master data management and overall managing of partner data
- Experience in Salesforce Marketing Cloud or other modern SaaS marketing / communication tools
- Experience in building and supporting marketing communication with an end user value driven approach
- Understanding of data privacy best practices
- Experience in supporting marketing subscription centers and subscription management
- Experience of developing and successfully executing IT solution roadmaps
- Strong customer service orientation and capability to influence in matrix organization
- Strong solution oriented, flexible, and productive mindset and way of working
- Analytical and conceptual thinking, innovation, ability think out of the box and change management
- Very good collaboration and communication skills in English, Finnish and Swedish are considered as an advantage
- Ability to work independently, and ability to work in virtual teams
- Willingness for continuous personal growth

**If you want to join our community, let us hear from you!**

**Aalto University –  
a community of  
game changers**  
*aalto.fi*



**Aalto University**