

We are looking for an experienced CRM Integration Specialist (m/f/d) on a full-time basis starting as soon as possible. You will complement our Betaseed team at our Frankfurt/Main-based HQ. Working from a different company location in Germany or partially remotely is also possible.

## CRM INTEGRATION SPECIALIST (M/F/D)

### THESE ARE YOUR TASKS:

- Act as Betaseed Product Owner Salesforce.
- Drive strategic implementation of various Salesforce applications to our international markets, identifying opportunities for enhancement and optimization to support business objectives.
- Lead and coordinate global rollouts of Salesforce products, including E-Commerce, Sales, and Marketing Cloud, collaborating closely with regional teams to tailor configurations and meet local market requirements.
- Oversee the integration interfaces between Salesforce and SAP, website, and mobile application to ensure seamless data flow and functional integration
- Manage the connection of Salesforce to digital applications, such as weather tools, to augment customer insights and elevate marketing strategies.
- Provide ongoing maintenance and support for Salesforce, including user training, troubleshooting, and system upgrades, to ensure continued effectiveness and scalability.
- Develop and maintain documentation, processes, and best practices for Salesforce administration and integration.
- Stay abreast of Salesforce and related technologies, trends, and best practices to drive continuous improvement and innovation.

### THIS IS YOUR PROFILE:

- Bachelor's degree in Digital Marketing, Computer Science, IT, or related field.
- Minimum of 2 years experience in Salesforce administration and technical management, with expertise in Sales Cloud and Commerce Cloud.
- Strong understanding of CRM principles, data management, and system architecture.
- Experience in project management
- Agile methodology experience, JIRA and good knowledge on writing acceptance criteria for tickets.
- Proficient in managing IT tickets, troubleshooting technical issues, and providing timely resolutions.
- Strong communication and collaboration skills, adept at working with interdisciplinary teams across various departments and countries.
- Highly organized, detail-oriented, and capable of managing multiple tasks concurrently.
- Salesforce certifications (e.g., Salesforce Administrator, Salesforce Developer) is a plus.
- Fluent in English (spoken and written), German is a plus.

### WHAT WE OFFER:

- An innovative company
- A motivated, international team with flat hierarchies
- A collaborative and friendly work environment
- Individual development plan according to your personal goals

### HOW TO APPLY:

Please submit your online application to [opportunity@betaseed.com](mailto:opportunity@betaseed.com)  
Contact Stefanie Hardt

### ABOUT BETASEED

Betaseed is a strong supplier of high performing sugar beet varieties with comprehensive resistance profiles and is committed to play a major role in future-oriented sugar beet cultivation. As a strong partner to growers and industry around the globe, Betaseed's objective is to make sugar beet growing easier and more productive with new impulses, tools and concepts beyond seed. With its roots in the land of opportunities, today Betaseed operates in 18 markets around the world. The activities in Europe and Asia are coordinated from the Betaseed headquarters in Frankfurt am Main, Germany and further subsidiaries in the countries. Learn more about Betaseed on [www.betaseed.com](http://www.betaseed.com).

Betaseed GmbH • Friedrich-Ebert-Anlage 36 • 60325 Frankfurt/Main • [www.betaseed.de](http://www.betaseed.de)

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