## Salesforce Marketing Cloud Access Request Form

To avoid delays, please complete Part A of this form yourself and ask the appropriate authority to approve and sign your request as outlined in Part B.

Part A

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| Name: |  | | |
| Staff Number: |  | **ECU Login ID:** |  |
| Access Type: | New user access  Upgrade current access | | |

There are three categories of access to the Salesforce Marketing Cloud platform:

1. **ECU Staff:** Allows for viewing cross-channel marketing activity and results within Marketing Cloud. This can include results within Email Studio (Email), Mobile Studio (SMS), Analytics Builder and Einstein.

By default, all users are granted ***ECU Staff*** access only unless they have specific responsibilities to create and publish content from within Marketing Cloud. In in the box below describe the activities the staff member will be required to undertake in Marketing Cloud.

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1. **ECU Comms Users**: Have direct responsibility for creating and publishing bulk communications. This can either be Email through Email Studio, or SMS through Mobile Studio (MobileConnect), or content creation through Content Builder. This user type inherits all the functionality available via the standard ***ECU Staff*** access.

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| ***ECU Comms Users*** are delegated permission to publish email and SMS content on behalf of the University. As such additional approval must be obtained from ECU’s Chief Growth Officer for any user requesting this access type in addition to ***ECU Staff***.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Name | Owen Davies | **Signature** |  | **Date** |  | |

1. **ECU Administrator:** Are responsible for the management and support of the Marketing Cloud Apps and Tools. These users are the *Business Process Owners* for Marketing Cloud. They ensure the system is meeting business needs, monitor new releases, are the defined SME Salesforce expert within the organisation and have an in-depth understanding of customisation and liaise with vendors. Requests for Administrator level access are by exception and should be first discussed with the Digital Marketing, Experience and Analytics Manager, within Brand and Marketing, before a request submission takes place.

Part B

This part must be completed by your **School** **Executive** **Dean, Dean, Service Centre Director, Director Designate** or **Executive Director**.

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| I request the identity in Part A the following access permission: | | | |
| ECU Staff: | (Tick box) | **ECU Comms Users:** | (Tick box) |

**Please note:** If you are authorising a staff member to have ‘**ECU Comms Users’** access, this means you are requesting and delegating permission for them to publish email and SMS content on behalf of the University. Please note the additional approval required above for this access category.

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| Name |  | **Signature** |  | **Date** |  |

**Please return this form with Parts A and B completed by internal mail to the Salesforce Business Support Team, Student Administration or scan and email to** [**salesforcesupport@ecu.edu.au**](mailto:salesforcesupport@ecu.edu.au)