

Job Title: CRM Developer – Salesforce Specialist

Level: Mid-level or Senior (depending on experience)

Location: Remote

Department: Digital & Marketing

Contract type: Full-time

About BioCarbon Standard

BioCarbon Standard is an international organization dedicated to certifying carbon projects with a strong commitment to environmental integrity, social inclusion, and digital innovation. We operate globally to support project developers, governments, and markets in implementing high-impact, nature-based climate solutions.

Position Summary

BioCarbon Standard is seeking a skilled and detail-oriented Salesforce Developer to support the organization's digital growth strategy. This role will be responsible for customizing and optimizing our CRM environment to enhance stakeholder engagement, automate workflows, and strengthen data-driven marketing and business development efforts.

Key Responsibilities

- **Salesforce Development & Configuration:** Develop, configure, and maintain the Salesforce environment, ensuring the architecture is scalable, secure, and optimized for performance.
- **Automation & Integration:** Design and implement automation flows, dashboards, web integrations, and stakeholder engagement journeys, ensuring seamless experiences across platforms.
- **Collaboration with Internal Teams:** Work closely with cross-functional teams to translate business objectives into actionable, effective CRM solutions that support organizational goals.
- **Data Management:** Ensure robust data structure, organization, and integration across platforms, optimizing data flows for accuracy and efficiency.
- **Performance & Lead Nurturing:** Support the creation of key performance indicators (KPIs), segmentation logic, and lead nurturing workflows to drive business growth.
- **Documentation & Troubleshooting:** Document CRM processes, troubleshoot technical issues, and ensure high standards of quality control across all implementations and updates.

Preferred Profile

- **Salesforce Expertise:** Proven experience working with Salesforce, including Marketing Cloud, CRM automations, and API integrations.
- **Technical Skills:** Proficiency in Apex, JavaScript, SQL, and other relevant CRM development tools, with a solid understanding of Salesforce best practices.
- **CRM Strategy Alignment:** Experience in designing and implementing CRM workflows that are aligned with broader business and marketing strategies to optimize customer relationship management.
- **Analytical & Problem-Solving Skills:** Strong ability to analyze complex problems, develop innovative solutions, and apply them in a CRM context.
- **Language Proficiency:** Fluency in English is required, with proficiency in other languages considered a plus.
- **Passion for Innovation:** Interest in climate solutions, digital innovation, and global stakeholder engagement is a plus, particularly for those looking to apply CRM solutions in industries driving positive change.

Experience by Level

- **Mid-level (3–5 years):** Demonstrated ability to independently execute technical CRM solutions, with a strong grasp of Salesforce functionalities and best practices in CRM development.
- **Senior (6+ years):** Extensive experience with leadership in CRM architecture, strategic implementation, and optimization, guiding teams and projects toward successful outcomes.

What We Offer

- ✓ An international, purpose-driven, and innovative work environment.
- ✓ Geographic and schedule flexibility.
- ✓ Opportunities for growth within a rapidly expanding global organization.
- ✓ Participation in a mission with high climate and social impact.