

JOB DESCRIPTION

Post title:	Salesforce Administrator
Department:	Strategy & Innovation
Responsible to:	Director of Strategy and Innovation
Date of issue:	16th December 2020

Main Purpose of Job:

The Salesforce Administrator will be responsible for supporting the team and relevant stakeholders with issues and queries through the internal support system. They will also be responsible for the continued enhancement of the configuration of the platform. Responsible for training all new users on the platform and ensuring it is utilised efficiently and effectively working closely with the team. In addition, the role will support the day to day management and ongoing development of the organisation's website.

Duties and Responsibilities:

Salesforce

- Work with the team to develop a clear roadmap of system improvements
- Managing user setup, profiles and roles, customisation of fields, record types, page layouts
- Maintain enhance, and create workflows, functions and configurations
- Create new reports and dashboards, custom objects, and fields
- Oversee the end-to-end configuration and change management of the system when improvements are implemented
- Help team members with the adoption of the system around the day-to-day working practices
- Work with team members to ensure that best practices are being followed for data entry and general use of the system

Website development and digital management

- Support the team with the website development and implementation
- Help the team with managing product backlogs for various web-based services
- Support with website development projects, for instance, testing new features and services
- Assist the Helpforce team and our clients with the adoption of digital services and solutions
- Develop keywording and search engine optimisation - working particularly with Google Analytics/OpenWeb.

General:

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times;
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role;
- Promote and safeguard the welfare of children and young persons for whom you are responsible and with whom you come into contact;
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of the business.
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of Charity.

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection

During the course of your employment, Helpforce is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under the Helpforce data protection policy and privacy notice from time to time in force.

PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL <i>These are qualities of the ideal candidate</i>	DESIRABLE <i>This information could be used to differentiate applicants.</i>
Qualification	• Certified Salesforce Administrator ADM201	• Scrum qualification • UX qualification
Skills & Knowledge	• Strong Salesforce product knowledge (Sales Cloud) • Hands-on configuration - Validation Rules, Workflows, Process Builder etc • Experienced in using Data Loader • Customisation and User Management • Requirements gathering from key stakeholders • Analytical skills to find gaps that require optimisation for the platform • Some knowledge on front-end development.	• Knowledge on front-end development • A thorough understanding and use of web analytics (Google analytics or Open Web) • Ability to set up user testing processes
Experience	• Hands-on experience with Salesforce (Lightning) • Experience of agile project management	• Experience in programme languages such as Javascript, NodeJS, and PHP.
Personal competencies and qualities	• Driven to develop and succeed • Calm under pressure	• Excellent communications with stakeholders and team members

	• Able to deliver results within a tight time frame. • Be flexible and work collaboratively with other colleagues • Able to work on own initiative • Able to multi-task and effectively manage multiple projects	
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