



POSITION DESCRIPTION

POSITION: Salesforce Administrator

DATE: December 2021

LOCATION: Keswick Adelaide

REPORTS TO: Operations and Finance Manager

EMPLOYEE'S SIGNATURE: _____

EMPLOYEE NAME: _____

ROLE OVERVIEW

Reporting to the Operations and Finance Manager, the Salesforce Administrator will contribute to the ongoing growth of our successful NFP through a major IT expansion project. The successful candidate will be pivotal in working with our team on the implementation, delivery, development of Salesforce.

Your core objective will be to assist the organisation in maximising efficiency and capitalise on the full features and benefits of the system in relation to the operational and strategic needs of our NFP so that we can continue to support as many children as possible through our fundraising initiative and grants programs.

This role will assist with the ongoing maintenance and improvement of the Variety SA database through testing, issue identification and issue resolution and continuous improvement. The System Administrator will also be responsible for carrying out reporting requirements, ensuring data integrity is maintained

The Salesforce Administrator will coach end users in Salesforce and maintain documentation for end users to improve overall utilisation including providing first, second and third level support by understanding, analysing and resolving support related requests and incidents, your role is to improve end users day to day life in relation to the Salesforce platform.

This will be achieved working with both internal and external stakeholders.

PRINCIPAL ACCOUNTABILITIES

Values and Behaviours	<ul style="list-style-type: none"> • Demonstrate the values of equality, community, action and joy in all interactions internally and externally • Fulfil the role in line with the agreed behaviours that deliver on our values
CRM Management	<ul style="list-style-type: none"> • CRM user management • Customisation of fields in the CRM system with support of Partner. • Administration of user profiles, page layouts, user interface and fields requirements • Ongoing CRM system testing during CRM modification and upgrade. • Extend and Maintain system functionality on continual basis in collaboration with key stakeholders. • Identify and analyse system flaws and implement improvements to maximise efficiency and data integrity
Workflow Management	<ul style="list-style-type: none"> • Designing workflows within CRM and Pardot
System User Training	<ul style="list-style-type: none"> • Provision of help desk support for system applications for staff and stakeholders. • In consultation with OFM and Salesforce Partner, develop and deliver training sessions for new and existing staff in Salesforce to assist in system learning, regular change updates and optimisation of performance.
Reporting Functionality	<ul style="list-style-type: none"> • Design and run reports from the CRM based on user and operational requirements • Create dashboards to monitor and report against team key performance indicators (KPIs) and planning needs. • Aid in the extraction of data form the CRM, as required. • Improve Salesforce reporting and data capture to fulfil requirements for external reporting. • Assist in maintaining data privacy and integrity.
Implementation and Improvement of System, Processes and Policies	<ul style="list-style-type: none"> • Seek feedback from, plan for, co-design, communicate and liaise with management, staff and key stakeholders to introduce system improvements, updates and changes to improve processes and increase efficiencies and overall staff experience with the CRM. • Take ownership of issues, by identifying underlying problems, analysing potential workarounds, implement system resolutions, with consideration of impact on all service delivery areas. • Liaise with Partner, Database and IT providers to resolve issues • Policies, procedures and work instructions for areas of responsibility are maintained and updated in line with Variety SA's policy framework. • Create, Update and/or develop detailed instruction user manuals and training resources for CRM and relevant IT systems.

Teamwork	<ul style="list-style-type: none"> • Be supportive and encourage others in the team • Help to build co-operation by setting an example and showing a flexible responsive and adaptable approach to delivering personal and team tasks and results • Contribute to building team morale as an active participant
Relationships	<ul style="list-style-type: none"> • Maintain positive relationships with key contacts • Exchanging information with the team • Develop a mutual knowledge base and understanding with staff in other departments which can be drawn upon in the future • Attendance/participation at relevant meetings, events and forums
Other accountabilities	<ul style="list-style-type: none"> • Responsible for ensuring compliance with all VSA Policies, Workplace Health & Safety requirements and keeping the workplace safe and hazard free at all times • Other reasonable duties as required • Ensure Variety is promoted in a positive manner at every opportunity. • Adheres to WWC guidelines

Roles and Responsibilities Summary

Please see separate Salesforce Administrator Position Summary for more detailed overview of position.

- ✓ Be the go-to person for Salesforce CRM database and other IT systems linked to the CRM
- ✓ Drive and support Variety SA's IT system overhaul and ongoing maintenance / improvement plan
- ✓ Work with the Variety SA team and Salesforce Partner to ensure improvements are strategic, clearly defined, and relevant and tested to meet business and user need.
- ✓ Any other duties considered appropriate for the position, as required. Duties and tasks outlined for this position should not be considered conclusive. Duties may be added to, deleted or modified in consultation with the incumbent based on project requirements.

Position Descriptions and staff performance will reviewed as required or on completion / extension of the project.

KEY SKILLS and COMPETENCIES REQUIRED

- Passion for making a difference to Aussie kids and their families
- Salesforce Administrator or Advanced Administrator Certification with 3+ years' experience in Administrator role
- Strong organisational skills and attention to detail, with demonstrated experience in project planning
- Outstanding verbal and written communication with exceptional relationship skills
- Ability to work under tight deadlines on results-oriented tasks
- High level of integrity and ability to maintain confidentiality
- Eligibility to work in Australia on a permanent basis