



Salesforce Administrator Position Description

CONTINENCE FOUNDATION OF AUSTRALIA

Suite 1, 407 Canterbury Rd Surrey Hills VIC 3127 ▪ www.continenace.org.au

Position Title:	Salesforce Administrator
Location:	Suite 1, 407 Canterbury Rd, Surrey Hills VIC 3127
Reports To:	Operations Manager
Direct Reports:	Nil
Employment Status (F/T, P/T, Casual, Contract)	1 EFT or 0.8 EFT

1. Purpose of Position (briefly describe overall purpose of role)

The Salesforce Administrator role is responsible for managing, administering and enhancing the Continenace Foundation of Australia's Salesforce system and related business applications. Reporting to the Operations Manager, the role works closely with all management and business teams to ensure data quality, extract, collate and analyse Salesforce data, monitor and maintain business processes that utilise Salesforce and provide troubleshooting and support. The role is also responsible for development and maintenance of system documentation, as well as training and induction on Salesforce related systems for new staff.

2. Key Selection Criteria

- Certified Salesforce Administrator with substantial experience (minimum 3 years+) as a Salesforce administrator for Enterprise edition or higher.
- Demonstrated experience managing the successful delivery of Salesforce related projects, integrations and enhancements.
- Excellent spoken and written communication skills, with demonstrated experience delivering end user training and documentation.
- Excellent planning and organisational skills with experience in managing competing priorities and meeting deadlines effectively.
- High level expertise regarding data models, database design and development, data mining and segmentation techniques, and data analysis.

3. Key responsibilities and performance indicators

Key Responsibilities	Tasks	Performance Indicators
Manage and coordinate the successful delivery of Salesforce related projects, integrations and enhancements.	Work with managers, teams, Salesforce support and external providers on project development and delivery, including but not limited to:	All projects delivered successfully within agreed project and work plan timelines.
	Develop an annual Salesforce Roadmap for new developments, enhancements and integrations.	Salesforce Roadmap updated annually.
	Manage the delivery of projects as identified in the annual Salesforce Roadmap.	All projects delivered successfully to Roadmap timelines.
Monitor and maintain data integrity, quality and security.	<p>Monitor Salesforce data integrity, quality and security to ensure they meet KPIs as identified in Data management plan.</p> <p>Provide a monthly report to senior management against key data quality KPIs.</p>	<p>All data quality KPIs meet agreed targets.</p> <p>Monthly report against data quality KPIs provided to management within 5 business days of end of month.</p>
Provide administration and support for Salesforce and related business applications.	Perform ongoing system administration including maintaining user roles, monitoring application storage, security settings, profiles, automation rules and data integrity.	Routine administrative tasks completed within agreed timelines.
	Support the organisation with data extraction requests.	<p>Data extraction requests processed according to organisational processes and timelines.</p> <p>Data extracted is accurate and meets the needs of requestor.</p>
	Collate, analyse and produce customised reports and dashboards as required in consultation with management and teams.	<p>All management requests for custom reports or dashboards delivered within agreed timeframes.</p> <p>Management and teams report high satisfaction and utilisation of reports and dashboards.</p>
	Troubleshoot identified Salesforce issues and work with external vendors to resolve them.	All identified issues actioned within 5 business days.

Administer and support the Foundation's Natterbox system via Salesforce	Administer the Natterbox CTI via Salesforce including: <ul style="list-style-type: none"> • First point of contact for support requests • Escalate and manage identified issues with vendor • Onboarding and training of new staff in Natterbox • Meet with Natterbox account manager on a regular basis to identify enhancements and new features. 	Timely resolution of staff and system issues. Enhancements and new features identified with recommendations to management.
Provide training and support to management and staff to help drive end-user adoption, and ensure Salesforce supports business processes effectively.	Provide new and existing staff with training to support current and new Salesforce systems. Monitor and report on end-user adoption.	Staff satisfaction and utilisation of Salesforce within agreed KPIs.
	Undertake continuous review and improvement of Salesforce to ensure related business practices, operational processes and service provision are optimised. Keep informed of Salesforce releases, features and best practices. Make recommendations to management regarding implementation as appropriate.	Report on major Salesforce releases provided to management within 30 business days of release, identifying impact, opportunities and recommendations to enhance current practice.
Develop and maintain system, process and training documentation.	Develop and maintain documentation on processes, policies, application configuration and help related materials for users.	All documentation completed within 14 days of changes. All documentation reviewed annually and updated as required.

4. Knowledge, Skill, and Experience Requirements

Education/Qualifications	<ul style="list-style-type: none"> • Salesforce Administrator Certification (essential)
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4. Knowledge, Skill, and Experience Requirements

Experience	<ul style="list-style-type: none">• Substantial experience (minimum 3 years+) as a Salesforce administrator for Enterprise edition or higher• Strong knowledge of and experience with best practice and administration of Salesforce as well as related database and reporting packages• Experience in administering Salesforce related third party apps• Extensive experience in the management of complex applications in a challenging environment• Technical expertise regarding data models, database design development, data mining and segmentation techniques
Skills	<ul style="list-style-type: none">• Highly developed planning and organisational skills, with experience in establishing priorities and meeting deadlines effectively• Ability to train and help upskill other Salesforce users• Excellent spoken and written communication, as well as receptive listening skills, with ability to present ideas in a clear, concise fashion to technical and non-technical audiences• Excellent writing skills to produce clear and concise technical documentation• Ability to multitask and work on multiple projects at the same time• High level troubleshooting and problem-solving skills

5. Workplace Health and Safety

The Employee is responsible and accountable for:

- Compliance with workplace policies and procedures for risk identification, risk assessment and risk control.
- Active participation in activities associated with the management of workplace health and safety.
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace.

6. Quality Management

The Employee is responsible and accountable for:

- Familiarity and compliance with all Company Policies.
- Active participation in training activities associated with Company Policies
- Supporting the Continence Foundation's commitment to quality improvement and Contributing to the achievement of contractual deliverables.

This position description has been designed to indicate the general nature and level of work performed by employees within this position. It is not designed to contain or be interpreted as a total inventory of all duties and responsibilities that may be required of employees assigned to the role.