# Position Description

**Role:**            **Salesforce Administrator**

**Reports To:**      **ICT & Data Services Manager**

**Employment Type:**     Full time (1.0 FTE), 12-month fixed-term contract

**Award Pay Level:**     Level 5 under the Social, Community, Home Care and

Disability Services Industry Award 2010

**Location:**        Based at 214-218 Nicholson St Footscray, Victoria

 (the ASRC offers Flexible Working Arrangements, including the ability to work remotely)

## Organisational Context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. The ASRC provides a range of direct services as well as participating in law reform, campaigning and lobbying.

## People & Services

The People & Services (P&S) Stream is a shared-services group responsible for many of the internal functions of the organization. With a wide range of programs, P&S helps to ensure the smooth and efficient running of the ASRC.

- Volunteer Engagement
- ICT & Data Services
- Office Management
- Learning & Development

## Role Description

The Salesforce Application Support Analyst will work as part of the team dedicated to ensuring that we are maximising efficiency and capitalising on the full features and benefits of the system based on the various internal user group needs. This includes, but is not limited to, data maintenance, data processing (including fundraising, general giving and appeals) and reporting as required by programs.

Using both technical and communication skills, the role will be required to interface directly with internal stakeholders to understand their needs in order to administer and enhance the system accordingly. This role will serve as the "go to" for key internal stakeholders, promote adoption, keep current on new releases and AppExchange solutions, provide training and advisory as well as project management support.

Support for other ASRC databases will form a smaller component of the role. All support is provided in line with service-level agreements.

## Specific Duties

The Application Support Analyst (Salesforce) will be responsible for undertaking the following duties:

**Create and Manage Changes to the Platform**

- Proactively seek out and identify needed system changes to improve work-flow efficiency, work practice, security, data or reporting.
- Manage system changes without interruption to the user; as well as communicate system changes to the users in advance so they understand the change and how to use it prior to implementation.
- Manage all processes that impact / relate to Salesforce.com.
- Manage new releases of Salesforce and efficiently roll out new features wit positive adoption.
- Create and maintain fields, views, reports, dashboards, work-flows, campaigns and other salesforce.com objects and functions.
- Create custom objects when necessary.
- Maintain, enhance and create workflows, functions and configurations within the Salesforce.com environment.
- Create new reporting capabilities and respond to ad hoc reporting requests as needed.
- Evaluate new releases of Salesforce to determine functionality requirements and provide detailed information on how changes will apply to all affected departments/users.

**Maintain System, Security and Integrity**

- Manage Salesforce security including roles, profiles, sharing rules, workflows and groups.
- Reassign Accounts, Contacts, and Opportunities in response to personnel changes.

- Grant/ remove and maintain user licenses.
- Monitor application storage usage and archive data as needed.
- Complete daily/weekly backup of data.

## User Assistance, Training, Adoption and Satisfaction

- Create and administer training to existing or new users/groups; may include end-user guides.
- Provide one to one training to end users on an as-needed basis, to ensure positive adoption and best use of the platform.
- Expand use of Salesforce.com – attend planning meetings, assist with determining if /how salesforce.com can be used in new ways as opposed to purchasing a new internal system.
- Assist key business users to create processes in salesforce.com to help monitor activities, trends, campaigns, opportunities and leads.
- Communicate regularly with user base regarding new features, enhancements and changes to the system.
- Continually seek ways to further enhance the end-user experience.
- Process Creation, Documentation and Maintenance
- Overall management of donation processing, including data-control for general fundraising and Appeals. This includes donation of food items, in-kind donations and pro bono support across multiple programs
- Document internal processes and workflows.
- Develop process documentation and field maps.
- Create new processes and associated reporting.
- Change control/audit records for system upgrade/modification.

## Data Quality, Integration, Migration and Maintenance

- Maintain a database with integrity and accuracy including cleansing and duplicate record management. This will include running tests and reports on the health of the database; via APEX tests, field utilisation reports and roles by profile reports.
- Complete bulk imports of data using the data loader.
- Assist with migration from older systems/processes into Salesforce.com.
- Monitor dormant/orphaned Opportunities, Accounts, and Contacts as appropriate.
- Import data as appropriate.
- Monitor and manage exception logs for back end system integration with Salesforce.
- Ensure data integrity by merging duplicate Contacts, and Accounts; performing mass uploads and updates of data as required.
- Retiring unnecessary fields and data; ensuring screens, fields and workflow have accurate names and reflect current workflow.
- Document all error reports and all changes to field history tables.
- Making recommendations on improvements to data management processes for both efficiency and data integrity gains.

**Report and Dashboard Creation and Maintenance**

- Create and maintain dashboards.
- Create and maintain reports including folder maintenance.
- Develop and manage email marketing campaigns, by segmenting lists and conducting A/B tests to monitor email performance.
- Develop complex, macro driven reports to summarize system information for Senior Management.
- Liaising with our finance program to ensure accurate, consistent and timely reporting of figures for reconciliation.

## Selection Criteria

**Essential:**

- Formal relevant academic qualifications (or working towards completion) and/or relevant industry experience in CRM administration.
- 2+ years related experience with Salesforce Lightning (setup and configuration) including utilization of Salesforce platform.
- In-depth knowledge of the capabilities of Salesforce and have successfully expanded on those capabilities through the use of custom code (Apex, s-controls) and/or integration with external systems.
- Strong data management and reporting background using Salesforce reporting tools including standard salesforce.com reporting functionality.
- Previous re-engineering experience updating an existing Salesforce.com configuration to provide solutions for reporting, workflows and enhanced functions.
- Broad knowledge of IT processing systems, concepts, and methodologies.
- Strong ability to mitigate risks to database security and risks arising from loss of data.
- Self-motivation with excellent time management and problem solving skills,
- Proven communication skills with the ability to manage relationships with a variety of stakeholders including supporters, suppliers and colleagues.
- Demonstrated aptitude for learning new technologies.
- A strong alignment with the vision and values of the ASRC.

**Highly Desirable:**

- Lived experience of seeking asylum
- Current certification in Salesforce Administration (ADM 201).
- Previous Salesforce implementation experience; inc. NPSP.
- Experience in working with people from culturally and linguistically diverse backgrounds, with a demonstrated commitment to the principles of social justice.