**JOB DESCRIPTION**

**Job Title:** Salesforce Administrator  
**Salary:** £35,000  
**Hours:** Full-time (35 hours per week)  
**Reports to:** Head of Digital Products  
**Key relationships:**  
- Membership Team  
- Professional Enquiries team  
- Digital agencies and suppliers  
- Salesforce account managers

**Job Context**  
The Royal College of Speech and Language Therapists (RCSLT) is the UK professional body for speech and language therapists. Our mission is to improve the lives of people with communication and swallowing needs by empowering our 19,000+ members, influencing decision-makers and educating the public. We employ 50 staff in London and the nations.

**Job Purpose**  
The Salesforce Administrator will work within the Digital team, and will be responsible for the day-to-day configuration, support, maintenance and improvement of our database and the Salesforce CRM. Working closely with colleagues across the organisation, the Salesforce Administrator will identify, develop and deploy new processes and workflows to support our mission as a membership organisation and to improve efficiency in the ways we use our CRM to carry out our strategic mission.

Our Salesforce user experience is of great importance to us, therefore the Salesforce Administrator should enjoy all aspects of user management including support tickets, delivering training, documenting customisations and designing solutions with user satisfaction as a priority.
We are looking for someone with a strong understanding of the Salesforce platform and a desire to keep learning as the platform develops. The Salesforce Administrator should be comfortable working closely with colleagues across the organisation and also with external members of the RCSLT. The ideal candidate will also help increase user adoption of Salesforce by inspiring confidence and eliminating knowledge barriers amongst colleagues, and will have experience in managing and maintaining data on CRMs.

The Salesforce Administrator will work alongside our external digital partner and will report to the Head of Digital Products.

**Responsibility for Resources**

The post holder is responsible for the following resources:

- Salesforce CRM - Service Cloud - Non-profit enterprise edition
- Salesforce Sandbox
- Salesforce Customer Community (Known internally as Professional Networks)
- Salesforce Analytics

**Key Duties & Responsibilities**

This is a varied role, and will include responsibilities such as the following:

- Focus the RCSLT’s use of data towards what best serves our mission.
- Serve as primary system administrator for the Salesforce environment with 19000+ users.
- Support with managing all aspects of user and license management including new user setup/deactivation, roles, profiles, permissions, public groups.
- Handle all basic administrative functions including user maintenance, modification of page layouts, generation of reports and dashboards, creation of new fields, and other routine tasks.
- Gather detailed requests for improvements or changes to the system, and work with colleagues to implement these changes as appropriate.
- Automate processes using Salesforce tools such as process builder, approval processes, validation rules, and Nonprofit Success Pack features such as engagement plans and levels.
- Manage less complex Salesforce integrations - those not handled by a Developer.
- Identify, install and maintain appropriate apps from the AppExchange for event management, analytics and more.
- Train staff users and grow the Salesforce skill set and confidence across the RCSLT.
- Document customisations made in Salesforce.
- Plan ahead for upgrades, seasonal releases and long term projects.
- Support the membership team by optimising CRM workflows.
- Running maintenance reports and tests to keep an eye on the health of the database.
- Regularly run health checks on the database.
- Inputting on and influencing decisions on optimising data flows and storage.

**Skills and Personal Qualities**

- Excellent project management skills and a positive attitude.
- Demonstrated ability to meet deadlines, handle and prioritise simultaneous requests.
- Creative and analytical thinker with strong problem-solving skills.
- Must demonstrate ability to communicate effectively verbally and in writing with all levels of the organisation.
- Ability to critically evaluate and prioritise information gathered from multiple sources.
- Ability to assess the impact of new requirements on Salesforce and other integrated systems.
- Ability to work collaboratively with colleagues.
- Commitment to the aims and charitable objectives of the RCSLT

**Experience and Qualifications**

- A documented history of successful project completion.
- A demonstrated ability to understand and articulate complex processes.
- Strong Salesforce interest and ability to quickly master new technology.
- Strong understanding of the Salesforce platform, with the ability to build custom apps and objects, formula fields, processes, custom views, and other content of intermediate complexity preferred.
- Strong understanding of Salesforce best practices and functionality preferred.
- Minimum two years of experience as a Salesforce administrator preferred.
- Salesforce Admin (ADM201 and ADM211) certified preferred.
- Nonprofit Cloud Consultant certification preferred.
• Experience with nonprofit processes preferred.