



Job Description – Salesforce Administrator

Job Title	Salesforce Administrator
Team	Operations
Reports to	General Manager, Programs and Operations
Key internal relationships	All staff and volunteers
Key external relationships	Salesforce implementing partner, Salesforce, other application suppliers, Managed Service Provider (Myrtec)
Direct Reports	None
Date reviewed	January 2024
Salary	Negotiable – depending on experience. Access to salary sacrifice and meal/entertainment benefits.
Award	Common law contract – Modern Award
Employment Type	Part-time (3-4 days) Max Term contract 24 months with possibility of extension

About us

Macular Disease Foundation Australia (MDFA) is a for-purpose organisation working to reduce the impact of macular disease – the leading cause of irreversible vision loss and blindness in Australia. For more than 20 years, we have been the only national charity representing the interests of the 1.9 million Australians living with macular disease. People affected by macular disease are at the centre of the work we do.

MDFA works with the community and the health system to promote early detection, reduce progressive vision loss and to save sight. We provide a range of free, tailored resources and support to help people live optimally with macular disease. Our advocacy work amplifies the voice of our community to influence and collaborate for positive outcomes. We invest in vital research working towards better management, treatments, and cures. Our work is supported by the generosity of the Australian community.



PURPOSE
What brings us together

Our purpose is to reduce the incidence and impact of macular disease.



VALUES
The qualities we embody

Passion for making a positive **impact** for our community.

Trust: our work is rigorous and evidence-based.

Courage: we face our challenges and the unknown with courage and embrace innovation.

Collaboration: we value collaboration for collective impact.

Empowerment: our strengths based approach empower our community to live optimally with macular disease.



BEHAVIOUR
How we work together

We assume the best of each other and trust in our words and actions.

We act with integrity and treat everyone with respect and dignity.

We embrace diversity and promote inclusion.

We communicate transparently and debate openly.

We pursue disruptive and innovative solutions for our community.



POSITION STATEMENT:

The Salesforce System Administrator is responsible for the effective management and support of the CRM (Salesforce) platform. The Salesforce System Administrator is accountable for the efficient running of the platform, identifying and actioning opportunities for improved business processes and ensuring good industry data practices are maintained for the ongoing integrity of the platform.

ACCOUNTABILITIES, RESPONSIBILITIES AND KPIs.

Key Responsibilities	Core Functions	What Success Looks Like
Salesforce Administration	<ul style="list-style-type: none">• Undertake all aspects of account maintenance, such as user set up/deactivation, permissions and audits.• Configure Salesforce Not for Profit Success Pack aligned to organisation strategies, including (but not limited to): workflows, assignment rules, approval processes, fields, page layouts, record types, dynamic layouts, apps, actions, custom settings, mobile administration, dashboards and reports.• Monitor integrations and execute plans to resolve issues.• Update and maintain documentation related to changes in system configuration.• Manage troubleshooting and solving any issues arising with Salesforce and managing to resolution.	Successful day to day delivery of the platform and meeting user expectations. User guide is up to date and accurate.
System Support	<ul style="list-style-type: none">• Train new users and grow the skillset across the organisation to use Salesforce.• Provide support to users by answering questions, transferring knowledge, resolving issues, or escalating with the implementing partner when needed.• Identify unused or under-utilised platform features to ensure continuous improvement on the platform and develop strategies to raise awareness and deploy where relevant.	Technology investment is fully realised through 100% user adoption of the system. All users have the Salesforce capabilities necessary to perform their role.

	<ul style="list-style-type: none"> • Liaise with system and application vendors to achieve business outcomes. 	
Business Analysis	<ul style="list-style-type: none"> • Create and manage reports and dashboards to provide insights and make data-driven decisions, including training others for self-service. • Identify and gather business requirements, translating into best practice, scalable solutions with a focus on exceptional user experience. • Coordinate the evaluation, scope and completion of new development requests aligned to the CRM roadmap. 	Information enhancements that meet MDFA's business and consumer needs, are delivered on time and on budget.
Data Administration	<ul style="list-style-type: none"> • Compliance with relevant company and legal policies, regulations, standards. • Maintain data integrity, security, and adherence to back up protocols. • Performing data requests in a timely manner, including transforming or transferring data. • Supporting staff in best practice data entry and maintenance, e.g. developing and using data definitions, building their own data queries 	<p>Data recovery plan in place and tested.</p> <p>Schedule of data cleansing implemented at least quarterly.</p>

Note: Duties and responsibilities may vary over time depending on business needs

Qualifications and experience

1. Salesforce Certified Advanced Administrator or above with at least 2 years' experience.
2. Demonstrated skills in communicating and working across all levels of the organisation to plan, prioritise, coordinate, and manage system performance and processes fundamental to achieving organisation strategy.
3. Highly developed problem-solving and analytical skills, with a demonstrated capacity for translating technical concepts into easy-to-understand information and action.
4. Ability to work independently with an ability to escalate issues when necessary and manage a solution with the appropriate vendor.
5. Intermediate knowledge of Microsoft 365 including SharePoint.

Desirable Criteria:

- Experience in the for-purpose or health sector.

- Experience with the Salesforce modules Program Management and/or Outbound Funds.
- Demonstrated experience in leading a technology project to success, including managing vendors and delivering technology improvement projects.
- Understanding of, or experience in, digital transformation.

Notes for all applicants

Before commencing employment with MDFA:

- Applicants need to undertake a national police check conducted at the cost of MDFA.
- Applicants must be able to show their eligibility to work in Australia.

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

MDFA staff performance indicators are mutually developed and agreed against:

- a. Key job accountabilities,
- b. Key business plan KPIs; and
- c. Alignment to values, behaviours and individual contribution to positive work culture.