

## Role profile

### Description of role and context

Job title	Senior Salesforce Administrator		
Department/team	Sales	Hours of work	37.5 hours per week
Line manager	Director, Business Analytics	Line reports	None

### Role purpose

The Senior Salesforce Administrator plays a key role in managing and building out our Salesforce.com org, supporting a cross-functional user base in seven countries and four continents.

### How this role fits into the business

This role resides within Business Analytics as integral part of The Myers-Briggs Company's global sales organization. The Business Analytics team provides the organization with systems, processes, analysis, and insights for better decisions and better results.

### Key responsibilities

- Spearhead building out The Myers-Briggs Company's Salesforce.com production org.
- Continuously review the existing implementation, make improvement and best practice recommendations, and independently drive developments, configurations, customizations and enhancements.
- Identify application-related problems and work with stakeholders, support and third-party vendors to resolve issues.
- Manage access rights for all users. Conduct regular security and configuration audits.
- Perform all day-to-day administrative tasks such as setting up users and profiles, or creating email alerts, workflows, processes, and approvals, just to name a few.
- Introduce customizations to all standard objects and create and maintain custom objects.

- Manage reports and dashboards for various user groups.
- Provide support to global user base and act as the primary point of contact for all end-user support.
- Deliver training and create all training documentation.
- Collaborate with other team members on continuously improving data quality, as well as related to data enrichment activities.
- Support The Myers-Briggs Company's Scribe ERP integration.
- Collaborate with Marketing troubleshooting Marketo integration, functionality and processes.
- Create functional and technical requirements and document all Salesforce.com application-related processes and enhancements.

This job profile is current as at the date shown below. In consultation with the post-holder it is liable to variation by management to reflect or anticipate changes in or to the job.

*Notes in italics should be deleted from the role profile before it is finalised.*

## Person specification

### Knowledge

#### Essential:

- In-depth understanding of the Salesforce.com platform in general and Salesforce.com's Sales Cloud product in particular

#### Desirable:

- Familiarity with Marketo or similar marketing automation solutions
- Some experience with ERP integration and corresponding middleware (e.g. Boomi, Scribe)

### Experience

#### Essential:

- At least three years' Salesforce.com administrator experience

#### Desirable:

- At least five years' Salesforce.com administrator experience
- Lightning UI experience

### Technical skills and abilities (or technical competencies)

#### Essential:

- Experience creating functional and technical requirements, as well as documentation.
- Superior analytical skills paired with strong attention to detail.
- Capacity to multi-task, prioritize and work well under deadlines.
- Ability to work independently, with the tenacity to research and overcome problems.
- Superior interpersonal skills paired with outstanding customer service orientation.
- Strong verbal and written communication skills with the ability to clearly and simply articulate concepts, messages and strategies.

#### Desirable:

- Visual Force and APEX exposure

### Qualifications / training

#### Essential:

#### Desirable:

<ul style="list-style-type: none"><li>- Bachelor's Degree</li></ul>	<ul style="list-style-type: none"><li>- Bachelor's Degree in Computer Science, Business, or related field</li><li>- Salesforce.com Administrator and/or Developer certifications</li></ul>
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