

Position Title: Salesforce Administrator

Department: Marketing

Reports To: Vice President of Marketing

FLSA Status: Exempt

The Salesforce Administrator is a key position on the marketing operations team. Reporting to the Vice President of Marketing, you will administer and support the Salesforce CRM and interconnected marketing and sales systems including HubSpot, Vetro Z-Manager, and Sales Rabbit. The Salesforce Administrator will provide vital information to business leaders in the marketing and sales functions as well as other senior management. The Administrator will be responsible for maintaining the smooth operation of App Exchange integrations and will maintain and update processes within the Salesforce Enterprise environment.

The Salesforce Administrator should work independently and efficiently in most job functions and be a team player as other tasks require. In addition, the Administrator will be comfortable working directly with cross-functional teams as well as with other managers, including the VP of Sales.

Essential Job Functions:

- Ensures optimal performance of Salesforce systems and products.
- Works with our Salesforce Integrator to ensure system updates and optimized integration.
- Manages Salesforce roles, profiles, sharing rules, workflows, and groups.
- Imports sales department leads, contacts, and other data.
- Maintains the Sales Cloud, as well as building custom reports and dashboards.
- Performs database maintenance tasks, including diagnostic tests and duplicate entry cleansing.
- Documents processes, including error reports and changes to field history tables.
- Prepares reports for Marketing, Sales and other departments.
- Creates and administers document templates and e-signatures using the Conga Composer and Conga Sign applications.
- Leads our organization in user onboarding, ongoing training, support, data management, and integrations throughout the Salesforce platform.
- Supports internal Salesforce end users with questions or system issues; work with leadership to track, prioritize and resolve any system bugs
- Supports Salesforce user adoption and satisfaction by working with end-users to develop and deliver best practices, tips, documentation, and training materials.
- Assists in training of new users, and grow the Salesforce skill set across the organization
- Manages the Data Synchronization between the HubSpot Marketing Automation platform and Salesforce.
- Administers the HubSpot Platform.
- Administers the data flow from Vetro Z-Manager to HubSpot.
- Administers data synchronization between the Sales Rabbit platform and Salesforce.
- Other responsibilities as assigned by the Director of Marketing. *

*These tasks do not meet the Americans With Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

Knowledge, Skills, and Abilities:

- Exceptional ability to create and maintain Salesforce databases.
- In-depth knowledge of Salesforce products and their functionalities.
- Proficiency in creating Salesforce profiles, allocating roles, and managing access.
- Knowledge of importing sales data and generating Salesforce reports.
- Ability to provide Salesforce training and end-user support.
- Knowledge and experience with the HubSpot Marketing Automation is preferred. HubSpot Marketing Certification is desirable.
- Knowledge and experience with the Sales Rabbit platform is desirable.
- Demonstrated project management, problem-solving and organizational skills to effectively manage numerous priorities, deadlines, and necessary resources simultaneously and on time.
- Have command of marketing and administrative applications including WordPress, MS Office Suite, and familiarity of billing systems.
- Detailed knowledge of digital marketing tools including HubSpot, Google Analytics, Google Search Console, AdWords, Google My Business, and Facebook Business Manager.
- Communicate with co-workers and various business contacts in a professional and courteous manner
- Knowledge of company products and telecommunication service

Education and Experience:

- Preference will be given to candidates with a bachelor's degree or equivalent experience in Information Systems or Computer Science
- .3+ years' experience in marketing, communication, digital/social media
- Salesforce Certified Administrator or Salesforce Certified Advanced Administrator.
- 2-3 years of experience as a Salesforce administrator in a similar environment.
- Extensive experience in the administration and maintenance of Salesforce systems.
- Experience in performing Salesforce upgrades and ensures successful integration.

Physical Requirements:

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

Working Conditions:

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.