

Job Description:

Salesforce Manager – Job Description

Location:	There is flexibility around working location either home-working or office based (Wandsworth, London). Home workers will be asked to work from the office at least two days per week.
Reports to:	Head of Data & Systems
Line Manages:	No line reports
Key stakeholders:	The post holder will work closely with all members of the Back Up staff, Project boards and Technology partners.

Purpose of the Role

As the Salesforce Manager at Back Up, you will be responsible for the management, optimisation and ongoing development of our Salesforce platform and supporting applications. You will play a critical role in delivering Back Up's data, systems and digital transformation strategy, ensuring technology and data are used effectively to support organisational objectives.

Alongside Salesforce leadership, you will act as the organisation's Data Protection Officer (DPO), providing oversight of data protection compliance, governance and best practice. The role will also contribute to the development of Back Up's wider systems architecture, digital capabilities and technology roadmap, helping to identify opportunities for improvement, integration and innovation.

VALUES

Our values are central to our approach:

We embrace challenge:

Challenge is central to our learning and growth; it helps us gain knowledge and skills. By finding ways to overcome challenge and move forward we gain a sense of achievement, supporting us to realise our full potential.

We have fun:

We believe that having fun allows us to connect with others, whilst opening opportunities to develop, achieve and get the most out of life, showing that there is a positive future after spinal cord injury.

We build inclusive communities:

We achieve more for people affected by spinal cord injury when we work together. We are collaborative and inclusive in our approach. We embrace diversity, working with and supporting individuals, groups, and the wider spinal cord injury community, bringing people together.

We are ambitious for each other:

We are driven by the needs of people with a spinal cord injury and their families. We are passionate, striving to be the best. We set high standards, and we work hard to reach them. We are proactive, push boundaries, try new approaches and we learn quickly. We recognise that failure doesn't have to equal loss, rather an opportunity for growth. We listen to what people affected by spinal cord injury want and we seek innovative responses based on their feedback.

Primary Responsibilities

Salesforce Platform Management

- Day to day management of the Back Up Trust Salesforce system
- Implement and enforce data quality standards within Salesforce, including regular data cleansing, deduplication, and validation procedures to ensure the accuracy of information
- Create and manage flows and approval processes within Salesforce to automate business processes and increase operational efficiency
- Ensure security and compliance by continuously monitoring and managing user profiles, roles, and permissions
- Maintain comprehensive documentation of Salesforce configurations, data models, and integration processes.
- Work with various Salesforce applications (for example FormAssembly) to enhance Salesforce capabilities
- Stay updated on industry best practices and emerging Salesforce technologies, making recommendations for their adoption when appropriate

User Training, Support & Adoption

- Create and maintain user guides, training materials, process documentation, and knowledge resources
- Lead onboarding and refresher training sessions for new and existing staff
- Provide ongoing user support and troubleshooting to promote confidence and effective system use
- Identify gaps in user knowledge and recommend targeted training or process improvements
- Promote best practice use of Salesforce and associated systems across the organisation
- Gather feedback from users to improve system usability, processes, and adoption
- Champion a positive data culture and encourage consistent, accurate use of Salesforce across teams
- Develop a Salesforce adoption strategy to maximise organisational value from the platform
- Monitor system adoption and engagement, identifying opportunities to improve usage and staff capability

Reporting

- Develop dashboards and reporting frameworks that support operational performance monitoring and strategic decision-making

- Work with teams to define KPIs and reporting requirements across fundraising, services, finance, and engagement activities
- Support the development of a data-driven culture across the organisation

Governance & Data Stewardship

- Develop and maintain Salesforce governance processes, including change request management, release procedures, and prioritisation frameworks
- Support organisational compliance with GDPR and data protection requirements in collaboration with the Data Protection Officer
- Monitor and improve data governance practices, ensuring consistency of data standards across teams

Supplier & Project Management

- Coordinate system enhancements, testing, and deployments with Back-Up's third-party Salesforce partner
- Support project delivery for future Salesforce developments and integrations

Data Protection Officer (DPO) Responsibilities

In addition to Salesforce and systems responsibilities, the postholder will act as Back Up's designated Data Protection Officer (DPO), providing leadership and oversight of data protection compliance across the organisation.

- Lead on compliance with UK GDPR and other relevant data protection legislation.
- Advise staff and leadership on data protection obligations, risks and best practice.
- Monitor compliance with organisational data protection policies, procedures and controls.
- Maintain and review the organisation's Data Protection Policy, guidelines and Privacy Statement.
- Promote a culture of data protection, data quality and responsible data management.
- Review and advise on Data Protection Impact Assessments (DPIAs) to ensure privacy risks are appropriately identified and managed.
- Act as the primary contact for the Information Commissioner's Office (ICO) and for data subjects on matters relating to data protection.
- Maintain and oversee the data breach register, ensuring incidents are managed and reported appropriately.
- Coordinate and oversee Subject Access Requests (SARs) and other data rights requests.

- Deliver training and awareness activities to support staff understanding of data protection responsibilities.
- Maintain up-to-date knowledge of data protection legislation and communicate relevant changes to the organisation.

Additional Responsibilities

In addition to Salesforce platform management, the postholder will play a key role in supporting the organisation's wider data, systems and digital transformation agenda.

Responsibilities may include:

- Support the development and implementation of Back Up's wider systems and technology strategy, ensuring Salesforce integrates effectively with the broader technology landscape.
- Act as a subject matter expert on organisational data and systems architecture, helping to identify opportunities for system improvement, integration and automation.
- Support the evaluation, implementation and ongoing management of business applications beyond Salesforce, ensuring systems remain fit for purpose and aligned with organisational needs.
- Contribute to digital transformation projects, working with colleagues and external partners to improve processes, efficiency and user experience across the organisation.
- Monitor emerging technologies, including artificial intelligence (AI), and make recommendations on their appropriate and responsible adoption to support organisational objectives.
- Provide support and guidance on IT-related matters, liaising with external suppliers and managed service providers where appropriate.

PERSON SPECIFICATION

Experience

Essential

- Experience of managing the day-to-day operations of a Salesforce system; including expertise in change control and user support
- Experience of working on the continuous development of a Salesforce system
- Experience managing CRM-related projects or workstreams
- Experience of developing training and delivering workshops and one-to-one sessions with staff at all levels
- Experience of implementing, managing, monitoring and reporting on end-to-end security of Salesforce and integrated software applications

- Experience of developing effective working relationship with external development partners
- Experience of Salesforce within a non-profit context with Salesforce Nonprofit Success Pack (NPSP) or Non-profit Cloud structure, objects and functionality
- Experience with third-party form-builders such as Form Assembly
- Ability to manage testing, documentation and change processes in a structured and consistent manner

Desirable

- Experience of a large-scale Salesforce implementation project in the Not for Profit sector
- Experience of working with email marketing platforms

Knowledge and skills

Essential

- Relevant Salesforce Administrator certification
- Project management experience, with demonstrable ability to deliver projects to time and budget
- Strong analytical skills and ability to design systems and processes to facilitate data analysis
- Knowledge and experience of UK data security law and principles
- Ability to communicate technical language to non-technical audiences, visually and verbally
- Able to demonstrate good judgment and use initiative, with high attention to detail to produce accurate work of a high quality
- Be an enthusiastic, approachable and confident team player, with a willingness to learn

Desirable

- Project management qualification