

Salesforce Administrator (Mid-level)

JOB DESCRIPTION

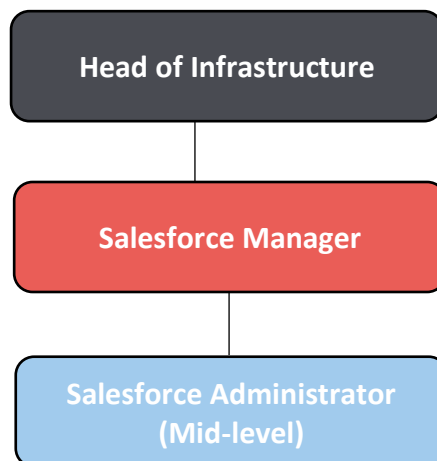
Location: Home-based with occasional travel to the Head Office in London.

Work pattern: 35 hours per week, Monday through Friday, 9 am to 5 pm.

Responsible for: n/a

Interaction with: Directors, Managers, and Staff at FEC as well as stakeholders, clients, etc

Reporting line:



Role - brief overview:

The Salesforce Administrator (Mid-level) will work closely with the Salesforce Manager, providing guidance to stakeholders and contributing to the ongoing evolution of our CRM.

A key part of this role is educating users and sharing best practices, helping colleagues understand how Salesforce works, what good looks like, and how to get the most out of the platform.

PRINCIPAL RESPONSABILITIES

Salesforce Administration & Integration

- Configure, maintain, and optimise activities across the Salesforce platform.
- Implement updates and enhancements using declarative tools such as Flows, custom objects, fields, and validation rules.
- Help ensure platform stability, security, and alignment with organisational needs.

- Prepare and update documentation, supporting structured change management processes.
- Assist with the setup and coordination of integrations with third-party systems to ensure smooth data flow.

Workflow & Automation

- Help design and refine automations that reduce manual work and improve user experience.
- Participate in reviewing system performance and proposing enhancements.
- Identify and highlight opportunities to streamline operations through thoughtful automation.

Reporting & Analytics

- Create and maintain dashboards and reports that provide meaningful, actionable insights.
- Support the preparation of clear, executive-level reporting for leadership.
- Work with stakeholders to enable data-driven decision-making.

User Management & Training

- Provide first-line support to users across the organisation.
- Assist with administering user roles, permissions, and access in line with security policies.
- Deliver training sessions and produce user-friendly guides to support adoption.
- Share best practices with stakeholders, helping them make informed decisions and follow effective processes.
- Encourage confident, capable Salesforce usage across the charity.
- Contribute to UAT activities, including drafting test scenarios and validating outcomes.

Data Management & Governance

- Support data imports, deduplication, and data quality initiatives.
- Help uphold data governance standards.
- Apply GDPR and data privacy best practices in day-to-day work.
- Review data quality and assist with corrective actions where needed.
- Promote a culture of accurate, reliable, well-structured data.

PERSONAL SPECIFICATION

Essential Competencies:

- 3+ years of Salesforce administration experience
- Hands-on experience with core Salesforce products (Sales, Service, NPSP or NPC).
- Strong understanding of core objects and their relationships.

- Confident working with declarative tools, especially Flows.
- Exceptional troubleshooting skills, with the ability to diagnose issues, identify root causes, and contribute to sustainable fixes.
- Excellent problem-solving, analytical, and reporting skills.
- Confident and outgoing personality, with excellent communication, interpersonal, and influencing skills, enabling effective interaction at all levels.
- Solid documentation habits and attention to detail.
- Able to balance strategic thinking with day-to-day operational needs.
- A creative problem-solver who can support complex requests, guide stakeholders, and contribute to scalable, long-term solutions — not just quick fixes.
- Resilient and adaptable, capable of managing the demands of the role with a proactive and responsible approach.

Desirable Competencies

- Salesforce Administrator Certification (required or strongly preferred).
- Salesforce Advanced Administrator certification.
- Familiarity with API-based integrations or middleware (e.g., Zapier).
- Experience with Agile/Scrum environments.
- Experience with Experience Cloud.