

## Position description

<b>Position title</b>	Salesforce Senior Administrator
<b>Group / Branch</b>	Finance and Digital / Business Technology Services (BTS)
<b>Reports to (Title)</b>	Customer Application CRM Team Leader
<b>Competency level</b>	Individual Contributor

### Job Purpose

The Salesforce Senior Administrator drives and supports the delivery of operational support services across South East Water's critical customer relationship management (CRM) system Salesforce. They are to provide support, guidance and consultation to internal and external stakeholders as well as the System and Business Analysts within the team.

The Salesforce Senior Administrator role is responsible for defining and driving business analysis, enhancements, testing, deployment, support and administration across South East Water's critical CRM (Salesforce) applications and solutions.

The role is critical to ensuring that the business meets corporate objectives and requirements in customer service, supporting the organisations ability to deliver efficiencies and solutions, resolve defects, ensure our CRM provides a 360 degree view of the customer and answer/resolve customer enquiries.

### Key Accountabilities

The Salesforce Senior Administrator is responsible for:

- Supporting South East Water's critical CRM system (Salesforce) and dependant applications, interfaces and services. This is via the investigation, prioritisation and resolution of support requests, minor incidents as well as providing support to major issues. This will require strong analytical skills.

- Proactively identifying process and workflows gaps/inefficiencies as well as prioritising and investigating issues and support requests across South East Water's customer platforms, driving the resolution / process improvements alongside the Salesforce Technical Lead
- Driving the conversion of business objectives and desired outcomes into best-practice Salesforce solutions.
- Configuration of enhancements/defects fixes within the Salesforce platform and dependent applications. This includes, but not limited to, data management and integrity, users and security, reporting and dashboard development and maintenance, designing and building scalable solutions aligned with business needs
- Participate in the delivery of major and micro CRM projects and enhancements / defect fixes including
  - co-ordination of system, UAT and regression testing services, implementation planning, deployment and production verification testing.
  - deployment into the Salesforce Test, Staging and Production environments
- Providing support, guidance and consultation to the System and Business Analysts within the team
- Providing advice, guidance and consultation to users regarding the use of systems and their relationship to business processes. To achieve effective results exceptional communication, time management skills, strong investigative/analytical capability and demonstration of a solid understanding of the individual system applications will be required.
- Coordinate the Salesforce environments including the sandbox refreshes to allow new capability and refreshed data for development, testing and UAT purposes.
- Ensure daily operational tasks are run successfully and resolve the tasks that fail
- Create and maintain operational procedures and documentation in accordance with our work instructions and checklists.
- Actively across Salesforce season releases with new capabilities

## Knowledge, Skills & Experience

At South East Water, our Business Technology Solutions group are guided by the Australian Computer Society SFIA Skills Framework. Below is a high level overview of the expected SFIA skills and level for this role:

SFIA skill	SFIA level
Application support	4
Specialist advice	5
Testing	4
Data modelling and design	4
Release and deployment	4
Relationship management	5
Business analysis	5
Configuration management	5
Programming/software development	2
Systems design	5

Highest level of skills required to perform at a competent level is SFIA Level of Responsibility - **Level 5 (Ensure, advise)**

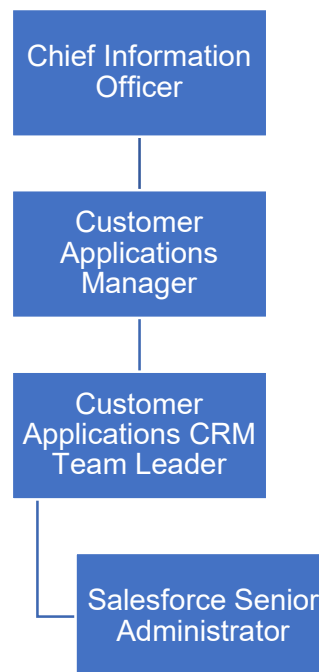
## Experience and Knowledge

- 3 + years' experience within Service Cloud, Sales Cloud, Experience Cloud. Marketing Cloud experience is desirable.
- Salesforce Advanced Administrator certification is desirable
- Experience in Informatica, Experian, Azure, ClickTools, Marketing Cloud or Rebrandly is desirable
- Experience with customer-oriented call centre, billing, and connection / disconnection operations.
- Previous experience in Service Desk support environment, providing IT support services within a similar sized organisation is desirable.
- Experience working in agile teams and familiar with JIRA, Confluence and Git
- Solid hands-on experience as Senior System Administrator on the Salesforce Platform with the ability to build custom apps and objects, formula fields, Flows, SOQL queries, process builders, custom views, security, permissions management and other content of intermediate complexity within the Salesforce platform
- Experience with DevOps, continuous integration and deployment practices and tools, such as code versioning, test automation, code analysis, and code quality metrics
- Coordination of Salesforce environments including sandbox refreshes, establishing deployment and release strategies across Production and Test environments

- Strong analytical and problem solving skills
- Ability to multitask and prioritise issues
- Possess strong organisational and customer service skills
- Excellent written and oral communication skills
- Strong team player that brings positive culture to the team
- Familiarity with Application Lifecycle Management principles

## Dimensions

### Organisational Chart



### Number of people managed:

N/A

### Size of budget managed:

N/A



### **Value of Assets managed:**

N/A

### **Ensuring a sustainable, resilient organisation:**

Authorities outlined in [Instrument of Delegations](#) none

Compliance management responsibilities outlined in the [compliance and obligations register](#) none