



GORDON COLLEGE

Position Title: Salesforce Administrator

Summary of Position: We are seeking a skilled Salesforce Administrator, or someone with related skills that will enable them to become one quickly, to support our growing use of Salesforce throughout the college. The Salesforce Administrator will be responsible for the day-to-day configuration, support, maintenance and improvement of our Salesforce CRM. Working closely with groups across the college, the administrator will support, develop and deploy emerging Salesforce technologies. This role will focus on streamlining workflows, managing student data, and optimizing engagement through Salesforce's OmniStudio, Experience Cloud Portals, and custom Education Cloud configurations. The Administrator will also play a crucial role in driving student success and operational effectiveness by integrating tools, portals, and CRM.

This role is part technical project manager, part administrator, part Salesforce analyst and dedicated to a student-centered experience.

Description of Duties and Tasks:

Essential Responsibilities:

1. Serve as part of the system administrator team for initiatives focused on student experience and organizational efficiency that contributes to student experience.
2. Contribute to student lifecycle management, from prospective students through enrollment and ongoing success tracking, ensuring seamless CRM processes.
3. Configure and manage Salesforce Communities/Portals for applicants, students, and staff, including user roles, permissions, and personalized experiences.
4. Handle basic administrative functions including user maintenance, modification of page layouts, generation of reports and dashboards, creation of new fields and other routine tasks.
5. Gather detailed requests for improvements or changes to the system, and implement these changes as appropriate
6. Automate processes using Salesforce tools such as flow automation, validation rules and engagement tools.
7. Manage less complex Salesforce integrations - those not handled by a Salesforce Developer or Consultant/Partner.
8. Pursue learning opportunities in changing technologies relating to Salesforce.
9. Identify, install and maintain appropriate apps from the AppExchange for event management, mass email, document merge, and more.
10. Train new users and grow the Salesforce skill set across the organization.
11. Document customizations made in Salesforce.
12. Plan ahead for upgrades, seasonal releases and long-term projects.

Required Knowledge, Skills, and Abilities:

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills, and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon's Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon's Statement of Life and Conduct; and must work to advance Gordon's mission through this position.
2. Bachelor's degree (or equivalent knowledge) in Computer Science, Information Systems, or related field.
3. Excellent project management skills and a positive attitude.
4. Demonstrated ability to meet deadlines, and handle and prioritize simultaneous requests.
5. Creative and analytical thinker with strong problem-solving skills.
6. Must be able to work with others in an Agile project environment.
7. Must demonstrate ability to communicate effectively verbally and in writing with all levels of the organization.
8. The ability to critically evaluate and prioritize information gathered from multiple sources and reconcile conflicts.
9. Ability to assess the impact of new requirements on Salesforce and other integrated systems.
10. A documented history of successful project completion.
11. A demonstrated ability to understand and articulate complex processes.
12. Strong Salesforce interest and ability to quickly master new technology.
13. Strong understanding of the Salesforce platform, with the ability to build custom apps and objects, formula fields, processes, custom views, and other content of intermediate complexity preferred.
14. Strong understanding of Salesforce best practices and functionality preferred.
15. Minimum two years of experience as a Salesforce administrator preferred.
16. Salesforce Admin (ADM201) certified preferred.
17. Salesforce for Nonprofits Consultant certification preferred.
18. Experience in a higher education environment preferred.
19. Experience with nonprofit processes preferred.
20. Passion for the mission of Higher Education preferred.