

JOB DESCRIPTION

JOB TITLE: Salesforce Administrator

GRADE: 4

REPORTING TO: Core Systems/ Business Application Manager(s)

ROLE SUMMARY

The Salesforce Administrator is responsible for the administration, optimisation, governance and continuous improvement of believe housing's Salesforce platform, ensuring it operates effectively, securely and in alignment with organisational requirements.

As a key technical specialist, the role provides expert configuration, administration and support across multiple business functions, enabling colleagues to maximise the value of Salesforce and related technologies.

The role is responsible for maintaining complex Salesforce configurations, supporting integrations, managing releases, improving data quality and ensuring the platform remains secure, resilient and fit for purpose. Working closely with business stakeholders, technical teams and external partners, the Salesforce Administrator translates business requirements into scalable Salesforce solutions that improve customer service, colleague productivity and operational efficiency.

The Salesforce Administrator supports the ongoing development of Salesforce as a strategic organisational platform, contributing specialist expertise to transformational programmes, continuous improvement initiatives and the responsible adoption of emerging technologies, including automation and AI capabilities.

MAIN DUTIES & RESPONSIBILITIES

Salesforce Platform Administration & Configuration

- Administer, configure and maintain the Salesforce platform, ensuring it remains secure, resilient, scalable and aligned to business requirements.
- Configure and maintain complex Salesforce functionality, including Flows, approval processes, validation rules, dynamic forms, page layouts, custom objects, permission sets and security controls.
- Manage user roles, profiles, permissions and access controls, ensuring compliance with organisational policies and data protection requirements.
- Evaluate new Salesforce releases and platform functionality, assessing potential business benefits and impacts before implementing enhancements where appropriate.
- Produce and maintain accurate system documentation, configuration records, support procedures and technical guidance.
- Identify opportunities to optimise platform functionality and business processes through effective use of Salesforce capabilities and industry best practice.

Data Management, Quality & Governance

- Monitor and maintain Salesforce data quality, identifying trends, inconsistencies and issues that may impact operational performance, reporting or decision-making.
- Implement and support data quality controls including validation, duplicate management, data cleansing and standardisation activities.
- Support organisational data governance activities by ensuring Salesforce information is managed in accordance with agreed standards, policies and regulatory requirements.
- Work collaboratively with Data & Analytics teams to improve information quality, reporting outcomes and trusted organisational insight.

Release Management, Testing & Continuous Improvement

- Coordinate Salesforce release activities, including impact assessment, change planning, testing, deployment support and post-implementation review.
- Ensure all platform changes are documented, tested and implemented in accordance with agreed governance and change control processes.
- Support user acceptance testing and system validation activities associated with new functionality, integrations and upgrades.
- Investigate complex technical issues, undertake root cause analysis and implement sustainable solutions to prevent re-occurrence.
- Continuously review platform performance and identify opportunities to enhance reliability, usability and operational effectiveness.

User Support, Training & Adoption

- Act as a senior point of contact for Salesforce users, providing expert advice, troubleshooting and technical support.
- Deliver user training, coaching and guidance to improve understanding, capability and adoption of Salesforce functionality.
- Promote best practice and encourage consistent use of Salesforce processes across the organisation.
- Gather user feedback and enhancement requests, evaluating opportunities to improve platform performance and user experience.
- Support colleagues through system changes and new feature releases, ensuring successful adoption of new ways of working.

Integrations, Automation & AI

- Support the administration, monitoring and troubleshooting of Salesforce integrations with internal and external systems.
- Work closely with developers, data teams and third-party suppliers to investigate and resolve integration issues.
- Identify opportunities to automate manual activities through Salesforce functionality, workflow automation and platform capabilities.
- Support the implementation, testing and optimisation of Agentforce and AI-enabled Salesforce functionality, ensuring adoption is aligned with organisational governance requirements.
- Contribute to the evaluation of emerging Salesforce technologies and innovations that could enhance organisational capability.

Stakeholder Engagement & Supplier Management

- Build strong relationships with business stakeholders to understand operational requirements and help translate these into effective Salesforce solutions.
- Work collaboratively with project teams, technical specialists and external implementation partners to support platform enhancements and transformation initiatives.
- Act as an operational liaison between users, suppliers and technical teams to facilitate issue resolution and service improvements.
- Communicate platform changes, issues and enhancement opportunities in a clear and accessible manner for both technical and non-technical audiences.
- Engage with Salesforce user communities, forums and industry networks to maintain awareness of emerging best practice and innovation.

Strategic & Operational Support

- Provide specialist Salesforce expertise to support organisational projects, digital transformation initiatives and continuous improvement programmes.
- Support the Core Systems/ Business Applications Manager(s) in developing and delivering the Salesforce roadmap and associated service improvements.
- Contribute to platform governance, service reviews and operational planning activities.
- Identify opportunities to maximise organisational value from Salesforce investment through improved utilisation, automation and user adoption.
- Ensure Salesforce services continue to support organisational objectives, customer outcomes and evolving business requirements.

General

- Managing health and safety issues in your area of responsibility in line with the relevant section(s) of the relevant Health and Safety Policy.
- Complying with business confidentiality and information security policies, in line with GDPR and relevant legislation.
- Live believe housing's values and behaviours, doing the right thing for our customers, our business, and our people.
- To deliver financially viable and economically effective services, seeking to gain maximum benefit from the use of resources and increasing social value.
- Your duties may vary from time to time within the broad remit of your role and grade. You are required to undertake any such reasonable and appropriate duties.

PERSON SPECIFICATION

Essential & Desirable Criteria	Method of Assessment
Qualifications	
• Salesforce Administrator Certification (ADM201) or similar. (E) • Salesforce Advanced Administrator Certification. (D) • Salesforce AI Associate Certification (D)	• Application Form • Pre-employment checks
Experience	
• Previous experience in Salesforce integrations or working alongside Salesforce Developers (E) • Proven experience working as a Salesforce Administrator, with a strong grasp of Salesforce functionality, configurations, and user management. (E) • Experience configuring complex Flows, automation and approval process (E) • Proficiency in troubleshooting and resolving technical issues, supporting deployment activities, and ensuring successful testing of Salesforce updates and integrations. (E) • Experience with agile methodologies and Salesforce platform upgrades. (E) • Experience assisting with user training and driving platform adoption (E) • Experience working with third-party implementation partners (D) • Experience working as a Salesforce Platform Developer. (D)	• Application Form • Interview
Knowledge	
• Comprehensive knowledge of user roles, profiles, permission sets, and security controls within Salesforce. (E) • Working knowledge of Salesforce reporting and dashboard creation to support business intelligence. (D) • Knowledge of Mulesoft and Agentforce AI. (D)	• Application Form • Interview
Skills	
Deliver, improve & problem solve • Detail-focused and analytical, identifying opportunities to optimise processes, data quality, and system performance. (E) • Uses insights to recommend and implement improvements that enhance efficiency and user experience. (E) • Applies structured problem-solving to diagnose issues and deliver effective solutions. (E)	• Application Form • Interview

Communication, Collaborate & Stakeholder Engagement • Proactive communicator who builds strong relationships and promotes productive cross-team collaboration. (E) • Excellent communication and training skills, with the ability to collaborate effectively across technical teams and business stakeholders. (E) • Translates complex requirements into clear, actionable tasks and user-friendly guidance. (E) • Engages stakeholders effectively to align expectations and ensure smooth delivery of change. (E) User Enablement, Coaching & Customer Focus • Empowers users with intuitive design, training, and support that enhances confidence and capability. (E) • Coaches colleagues in adopting new ways of working and embracing Salesforce functionality. (E) • Advocates for user-centred design, ensuring solutions meet customer and business needs. (E) Technical Expertise, Governance & Platform Management • Skilled in core Salesforce configuration including Flows, validation rules, permissions, page layouts, and reporting. (E) • Applies good governance through documentation, release management, data integrity, and secure change control. (E) • Understands business processes, platform security, data management, and the wider Salesforce ecosystem. (E) • Passionate about empowering users to achieve their goals through intuitive, effective Salesforce utilisation. (E)	
Behaviours	
• Care about the basics – you ensure best practice is in place, and use resources effectively • Work well together – you give context and clarity, join up how we approach our work, and break down silos • Achieve great results – you celebrate success, set clear expectations and provide opportunities to learn from the things that go wrong. • Keep improving – you promote meaningful change, create opportunities for improvement and make it happen • Be at our best – you lead with integrity • Make a positive difference – you actively collaborate, create effective partnerships and encourage autonomy	• Interview