Job Title: Application Support Analyst 2	**Position Title:** Salesforce Administrator
Reports to: Senior Director Executive Education	**% Effort or Wkly Hrs: 100%**
Department: *Executive Education*, Sloan School of Management	**Grade 8**

Position Overview:

The Salesforce Administrator acts as the lead administrator and best practice organizer for MIT Sloan Executive Education (MSEE) Salesforce ecosystem. This person will also support the MSEE team with small scale system development and outside vendor management. This position interfaces with all MSEE staff and faculty, as well as with Sloan Technology Services and MIT Information Systems & Technology. Accountabilities include providing instruction in best practices for Salesforce, managing Salesforce environment which includes CRM, Community, Commerce Cloud, Marketing Cloud, CMS, Tableau and Mulesoft. Additional oversite of integrated systems to Salesforce are included in the purview of this position. This role will report directly to the Senior Director of Executive Education.

This position requires a proactive and motivated professional with an outstanding track record in the use of Salesforce and the ability to work in a high energy, fast passed environment. This person should also possess an analytical mindset that enables one to process data and assess performance. The person in this position will use their skills and expertise while collaborating across various MIT organizational functions to strengthen and expand MSEE's development of a high performing team. The desire to grow, learn and enhance not only the Salesforce environment, but also related business processes is extremely important.

Principal Duties and Responsibilities (Essential Functions**):

Salesforce Administrator (80%)

- Serve as system administrator for the Salesforce environment
- Support the MSEE Salesforce ecosystem which includes CRM, Community, Commerce Cloud, Marketing Cloud, CMS, MuleSoft and Tableau.
- Expert user of Salesforce – able to demonstrate and instruct others in the use of software capabilities
- Develop an understanding of the MSEE business needs and then suggest and teach best practices to support our needs
- Handle all administrative functions including user account maintenance, reports & dashboards, workflows, data integrations and other routine tasks
- Oversight of the database for data quality and integrity
- Use of DemandTools to perform database de-duping, importing of data and cleanup procedures
- Execute rapid analysis and decomposition of complex business information into technical process components.
- Ongoing improvements in the Salesforce instance by doing continuous research of new Salesforce feature functionality
- Understand and leverage the connectivity of the Salesforce ecosystem and the related external data sources such as SAP and a Datamart.
- Support the integration of third-party software and AppExchange products with Salesforce including Conga, TurnTo Reviews, Qualtrics, ZoomInfo, Stripe or other cloud-based technologies
- Complete regular internal system audits and prepare for upgrades

Salesforce Development (20%)

- Develop, test and implement small feature enhancements in Salesforce, Commerce, CRM, Community and Marketing Cloud
- Troubleshoot software errors and implement fixes or work with third party vendors to correct the issues. This includes work in Salesforce functionality using APEX, Lightning or web services.
- Identify areas for enhancement from a performance and security viewpoint and work to implement changes.

Supervision Received:
The Salesforce Administrator will report to the Senior Director Executive Education. Oversight of day to day work will be minimal. The Salesforce Administrator will meet regularly with the Senior Director Executive Education to provide updates, approval and obtain clarification on projects.

Supervision Exercised:
None

Qualifications & Skills:
Required**:**

- 3-5 years' experience as SFDC Administrator /Business Systems Analyst
- BA/BS in a relevant field (business or technology) or equivalent experience
- Minimum 3 years' experience with enterprise systems and/or project management
- Familiarity with the Education Cloud Data Architecture (EDA)
- Experience with Lightning, Process Builder and Flow preferred
- Thorough understanding of key end to end CRM processes with extensive knowledge of best practices in CRM space both on process and technology
- Must have Salesforce Administrator certification

Preferred:

- Ability to influence and gain commitment at all organizational levels
- Excellent interpersonal and collaboration skills
- Proven experience with business process optimization
- Ability to multi-task and prioritize multiple assignments
- A self-starter who is consistently proactive and uses time efficiently
- High degree of personal accountability
- Salesforce Marketing Cloud Certification
- Experience as a Product Owner in Scrum or Agile development environments
- Experience working with enrollment, program delivery and marketing functional areas
- Good understanding of Apex code and triggers
- Experience with DemandTools a plus
- Knowledge of Conga with Salesforce integration
- Experience managing a MuleSoft environment

Competencies: Contribute, Collaborate, Engage

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.