

Job Description -Salesforce Platform Analyst - (PB4)

Job summary

At Forestry England the Salesforce Platform Analyst will ensure the Salesforce platform and other Salesforce products, for example Experience Cloud, Marketing Cloud, Service Cloud and Salesforce native apps like Gimbal, Findock, are robust, reliable, perform well and meet business needs. The post holder will be responsible for hands-on administration, maintenance, troubleshooting all CRM Salesforce platforms and services encompassing, storage, connectivity, security, regression testing, version control and service desk triage and resolution.

Key responsibilities & accountabilities

- Working with others in the Project Team, 3rd Party Implementation partner, IT team, the wider business to ensure the CRM systems remain effective, secure, fit for purpose and appropriate.
- Supporting planning and delivery of the CRM system during implementation and into BAU (business as usual).
- Carrying out hands on administration, maintenance, troubleshooting, development of all CRM system platforms.
- Contributing toward the development of technical solutions and take the lead where required identifying, assessing, designing and delivering new solutions with the CRM system, undertaking project and technical tasks themselves or directing 3rd party suppliers.
- Ensuring systems and services meet compliance and best practice standards and requirements.
- Contributing to and supporting delivery of CRM System activities including data and information security issue and incident monitoring, assessment and resolution; systems security development and compliance, product evaluation and version control.
- Managing and driving development by either undertaking the work themselves or working alongside others including 3rd party suppliers.
- Monitoring and regularly reviewing systems and services to identify areas of weakness and opportunities for improvement. Develop proposals and manage improvement work through to completion.
- Ensuring all technical documentation is kept up to date and secure.
- Staying current with developing market trends and emerging technologies and techniques. Look for opportunities to incorporate into the CRM service where this would provide clear advantages to the business.
- Ensuring company, CRM Team and IT policies and procedures are followed at all times.
- Developing and maintaining written guidance to enable colleagues to resolve incidents problems at the 1st, 2nd, 3rd line.
- Providing 2nd line support to manage and resolve escalated work tickets against expected standards and defined SLA. Escalate if required to 3rd line and/or third party platform owners.
- Managing Salesforce Releases
- Training and mentoring Service Support team
- Managing Weekly Data Exports
- Creation of Dashboards and Reports
- Using Dataloader to manage Data uploads (must be familiar and comfortable with Dataloader)

Skills, knowledge & experience

Essential professional and technical experience

- 5+ years proven hands-on experience in Salesforce. Salesforce Experience should include (but not limited to):
- Declarative configuration
- Platform maintenance
- User Management
- Dataloader
- User support
- Proficiency in Salesforce Flow
- Knowledge of Salesforce Configuration best practices and ability to utilise this knowledge in Solution Designs
- Good understanding of Sales Cloud, Service Cloud, Experience Cloud and Marketing Cloud
- Understanding of Salesforce Sharing/Security to ensure the security of our Salesforce platform and supporting systems
- Excellent written and verbal communication skills
- Established user of MS 365 in particular MS Teams and Sharepoint
- Use of Jira for development lifecycle
- Great team worker, approachable, with strong organisational, planning and communication skills and the ability to listen and influence
- Ability to work autonomously with a high level of responsibility due to the complexity of the platform

Desirable professional and technical experience

- Knowledge of APEX
- Experience using formal project management processes

Qualifications

Essential

- Salesforce Certified Platform Administrator (Certification active for 2+ years)

Desirable

- Bachelor's Degree (Maths, Science, or Technology discipline preferred) or equivalent
- Salesforce Certified Platform Administrator II
- Salesforce Certified Platform App Builder

