

Position Title	CRM Database Administrator
Portfolio	Corporate Services
Division	ICT & Innovation
Department/Cost Centre	ICTS - 05500
Classification	Specialist Staff Level 6
Position Number/s	102794
Reporting to	Team Leader – Digital Transformation
Supervises	NIL

Who is South West TAFE?

South West TAFE is an education hub with a difference. We bring innovative education and industry insider knowledge together to power talent for tomorrow.

To better meet the demands of the fast-paced world of 21st Century business, our courses are designed by industry and taught by professionals.

With over 150 courses on offer, we are well suited to provide quality hands-on training across the major business sectors. Plus, our teachers, training facilities, support services and direct links with industry are second to none.

Our campuses are located throughout the southwest Victoria region, including Warrnambool, Hamilton, Portland, Colac and Sherwood Park with a further delivery site at Glenormiston.

Our **Ambition** is to provide future focused education that creates a lifetime of opportunity and employability.

Our **Purpose** is to deliver a modern and fresh approach to helping generations develop the skills they need for the futures they aspire to.

Our **Values** are:

- **Integrity & Impartiality** - We are transparent and ethical in all that we do, every day
- **Respect & Human Rights** - We demonstrate trust, understanding and embrace diversity
- **Leadership** - We will be forward thinking, collaborative and inspirational
- **Accountability** - We take ownership of our actions and deliver on our promises
- **Responsiveness** - We will deliver and respond with care.

Division Overview

The ICT and Innovation Department leads the information and communications technology (ICT) functions at South West TAFE.

The Department is comprised of the ICT Operations team, the Digital Transformation team and the Student Management System (SMS) team, within the Corporate Services portfolio.

The ICT Operations team maintains and supports the core network infrastructure, cyber security, end user devices, cloud and on-premise software and platforms, audio visual and communications (portable devices, telephones, etc.) that underpin the delivery of training to students; and supports the business objectives of the Institute.

The Digital Transformation team aims to ensure the efficient, effective and economical use of ICT systems and underpinning process across the organisation. Working with stakeholders to understand requirements and process to then leverage the Institutes investment in technology to the fullest. This will be a mixture of enhancing systems already in place and the implementation of new systems into the environment.

The SMS team is responsible for the adoption, development and maintenance of South West TAFE's Student Management System. This includes the development and implementation of new functionality and interfaces that assist with the efficiency of South West TAFE operations, ensuring student data reporting requirements to funding bodies and other various government departments are met.

The role of each team is to work with key internal and external stakeholders to strategically specify, maintain and deliver technologies and services used in the execution of the business objectives and strategic direction of South West TAFE, and to ensure that avenues for support, fault escalation and fault resolution are provided.

Position Overview (Your Opportunity)

The CRM Database Administrator is responsible overall successful ongoing implementation, administration, maintenance, monitoring and user support of the Salesforce platform and associated applications. The CRM Database administrator is responsible for seeking improvements and assistance from Salesforce support consultants and other TAFE organisations. Reporting to the Team Leader – Digital Transformation, the successful candidate is not necessarily a technologist, but a person:

- who will act as the Institutes CRM champion to help expand its use,
- who will assist in the day-to-day running and continual development of the Salesforce CRM,
- who has a good understanding of how a CRM should and can be utilised across an organisation,
- who is the go-to person for the users,
- who takes data quality and compliance seriously and works to maintain a clean and unfettered database,
- who understands and is passionate about the customer experience journey and understands the importance of the sales funnel,
- who can work well with internal and external stakeholders.

Key Accountabilities

All South West TAFE staff are required to act and work in the best interest of the organisation, as such every staff member has accountabilities to uphold for both their position and the wider organisation,

These accountabilities include but are not limited to:

Your Position

- Designing and maintaining Salesforce database architecture, data structures, objects and API to ensure the accuracy and completeness of all data.
- Act as a central point of contact for all change requests and system alterations and provide level 1 support to address and triage all requests and incidents.
- Manage the execution of day-to-day configuration, support, maintenance, and improvement of Salesforce.
- Manage all aspects of user account and license management including new user setup/deactivation, roles, profiles and permission sets
- Ensure data integrity by merging duplicate Accounts; performing mass uploads and updates of data using the data loader as required.
- Configure and maintain database automation processes using workflows, process builder, triggers and Flows.
- Provide help-desk support for system users and liaise with ICT and the support consultant where necessary.
- Maintain control of profiles, access rights, security settings and user privileges.
- Ensure the system is compliant with regulations and privacy laws.
- Attend regular meetings with staff and various team members to review upcoming maintenance and development requirements.
- Liaise with service providers and assist with change and the continual development of the system.
- Create reports and dashboards to provide goal-oriented stats for users and executives
- Work with the Team Leader – Digital Transformation, and Project Coordinator in the creation and development of improved workflows relating to the Salesforce to meet unique business requirements and optimize data.
- Work with internal and external stakeholders to manage Salesforce projects and deliver on defined scope.
- Manage and troubleshoot any issues related to Salesforce and other third-party enterprise systems integrations such as Formstack Documents and Sales2CM.
- Develop and maintain custom workflow rules with email alerts, field updates, tasks, Configuring page layouts, email templates, record types, & data fields
- Act as a subject matter expert (SME) for users, driving adoption and staying updated on new releases
- User Assistance, Training, Adoption and Satisfaction – Create and administer training to existing or new users/groups; may include end-user guides and provide one to one training to end users on an as-needed basis, to ensure positive adoption and best use of the Salesforce platform.
- Attend regular meetings with staff and various team members to review upcoming maintenance and development requirements.
- Create and/or update training manuals, policies and procedures related to CRM use and workflows
- Operate within specific guidelines but with scope to exercise discretion and innovation in the application of established procedures
- Stay up-to-date and current with new Salesforce products and enhancements that could benefit stakeholders

Your Organisation

- Recognise areas in which guidance and support is required from the Manager and seek appropriate assistance
- Keep up to date with relevant industry information and best practice
- Comply with internal policies and procedures including the Code of Conduct
- Demonstrate the organisational values daily and proactively seek to maintain a healthy and safe work environment
- Commit to access and equity principles in carrying out work functions
- Actively participate in the organisation's Achievement Development Program (ADP)

This position description describes in general terms the normal duties which the position is expected to undertake. However, the duties described may vary or be amended from time to time without changing the level of responsibility.

Key Selection Criteria (Key to Success)

Successful candidate will demonstrate the best combination of the following characteristics;

- Previous experience in Salesforce and administration, customer experience and/or sales processes and workflows
- Proven ability to prioritise tasks, work to deadlines and manage complex tasks using project management best practice
- Experience implementing Salesforce configuration changes including (but not limited to): Flow, fields, page layouts, record types, custom settings, dashboards and reports
- Ability to ensure an exceptional user experience is created
- A team player with the ability to develop strong relationships and work with all stakeholders
- Strong attention to detail
- Proven strong verbal and written communication skills, well developed interpersonal skills including the ability to interact effectively with a diverse range of people
- Able to diagnose and solve problems through the applications of personal capabilities and attributes, promoting effective and efficient processes and outcomes
- Understanding of Salesforce Lightning component
- Strong team player with service-oriented attitude and customer focus (people person)
- A proactive attitude to platform enhancements

Qualifications and Requirements

Mandatory requirements

- Salesforce experience and accreditation required with relevant work experience in a customer service environment
- Salesforce administration accreditation
- Variations of the above will be considered
- Previous experience working in the VET Sector
- A current Driver's Licence
- Employee Victorian Working with Children Check and satisfactory Police Check

Highly desirable requirements

- Experience using Microsoft Office products, and relevant industry software and programs
- Strong computer skills especially CRM systems (Salesforce essential), Microsoft Visio, Jira and other project management software

Additional Information

- South West TAFE supports Equal Employment Opportunity and are committed to make diversity, equality and inclusion part of everything we do – from how we develop and deliver our courses, to how we build our diverse workforce. We actively encourage applicants from all backgrounds to apply
- South West TAFE is a child safe organisation focusing on the wellbeing and inclusion of children and young people
- Position, requirements, classification skill level required and conditions in accordance with South West Institute of TAFE (Specialist Staff) Enterprise Agreement 2023
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive
- SWTAFE may alter this Position Description if and when the need arises to best suit the operation requirements of the position
- Any member of SWTAFE may be required to work at any site dependent upon business needs

	Authority level	Name	Date
Prepared by	Recruiting/Hiring Manager		
Approved by	Department Executive Manager		
P&C review	People & Culture		
Agreed by	Incumbent		