

Job Title: Salesforce Administrator
Date: November 2025
Accountable to: Head of IT
Location: Albemarle St, London / Hybrid
Contract type: Permanent - 35 hours per week
Salary: c.£44,000 per annum

Job Purpose

Own the day-to-day health, configuration, and scalability of our Salesforce platform. Manage security, data quality, automation (Flows), integrations, and release management across Sales Cloud (and ideally, Service/Experience Cloud). Partner with stakeholders to translate business needs into robust, declarative solutions and drive adoption through training and governance.

Main responsibilities of the role

To deliver support for the Ri's CRM (Salesforce)

- Actively working with colleagues at all levels of the Ri to manage, advise and identify opportunities to make better use of Salesforce across the organisation.
- Organisation ownership & security - Manage users, roles, permission sets, FLS, sharing rules, SSO/MFA; maintain auditability and platform governance.
- Making changes and updates to page layouts and custom fields.
- Data quality & stewardship - Define data model changes; implement validation/duplicate rules; oversee imports/exports; schedule dedupe; manage backups/restore and retention aligned to GDPR.
- Compliance - Ensure platform practices meet GDPR/ISO27001 standards; maintain documentation, DPIAs, and audit trails.
- Integrations - Administer connected apps and API integrations (e.g., middleware like MuleSoft/Make/Zapier); monitor and resolve integration errors.
- Deliver training, how-tos, and best practices; build a super-user network.
- Reporting & analytics - Create high-value reports and dashboards; define reporting standards.
- Creating and modifying workflow automation and flows/processes.
- Maintaining the integrity and quality of the database by carrying out regular maintenance, audits and software updates.
- Act as the team's 'go-to' contact for any queries and ideas for development, proactively identifying areas for improvement and suggest changes, translating what's needed into briefs for our database agency, or to deliver in-house.
- Managing Salesforce Support tickets via the Helpdesk.
- Take active interest in research on new functionality and Salesforce releases.

General responsibilities applicable to all staff

- Understand and support the Ri strategy including the Ri vision, mission and aims
- Promote the Ri values and encourage team working and effective communication with colleagues.
- Help achieve EDIA goals across the organisation.
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner.
- Maintain awareness of your own and others' Health and Safety, and comply with the Ri's Health and Safety policy;
- Comply with and champion the Ri financial and other policies and practices including Health & Safety, Safeguarding and GDPR.
- Undertake other responsibilities as may be reasonably requested of your post.

Person Specification

Skills, experience and knowledge	
Essential (E) Desirable (D)	
• Significant experience as a Salesforce Administrator in a multi-cloud, multi-stakeholder environment.	E
• Expert in Flow and modern declarative patterns; strong understanding of data model and security model.	E
• Comfortable with data migration tools (Data Loader, Import Wizard) and deduplication strategies.	E
• Practical knowledge of integrations and APIs (can triage errors, read logs, manage connected apps.	E
• Release management experience (sandboxes, UAT, DevOps Center/Change Sets.	E
• An excellent level of IT literacy, particularly MS Office and Excel	E
• Exceptional accuracy and attention to detail	E
• Ability to communicate effectively to a range of audiences, including explaining technical issues to non-technical users	E
• Strong logical and analytical thinking	E
• Knowledge of common project management methodologies	E
• Knowledge/understanding of SFDC customisation - e.g triggers/classes/Visualforce	E
• Payment Processing / Asperato / Stripe	E
• Experience with Conga / Conga Composer	E
• Experience with GDPR / Data security	E
• Experience of working within the charity sector	D
• Experience with Exact Target (SFMC) – Marketing Cloud	D
• Salesforce.com Administrator Certified (ADM-201)	D
• Experience in installing and upgrading AppExchange products	D
• Experience of training non-technical staff in Salesforce	D
• Experience with Salesforce Community Portals / Experience Cloud	D
• Experience with Apex Code	D
Qualifications	
• Educated up to A Level standard in English and Maths or equivalent demonstrable experience	E

Personal Attributes	
• Ability to work effectively as part of a team and independently	E
• Absolute discretion and ability to maintain confidentiality	E
• Ability to work in a changing and flexible organisation	E

Note: This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works