

## Salesforce Administrator

### About the Organization

Canal Alliance is a nonprofit champion of immigrants who are challenged by a lack of resources and an unfamiliar environment. Every day, we educate, empower, support, and partner with motivated immigrants to best meet all their unique needs—from putting food on the table, to becoming American citizens, to learning English, to graduating from college.

### Position Summary:

The Salesforce Administrator administers the Salesforce CRM, which is used for both client impact and fund raising. Under the direction of the CEO, the Salesforce Administrator is responsible for maintaining and enhancing the current CRM to keep the organization's data tracking system up to date and relevant to data measurement needs. The Salesforce Administrator will serve as the key point of contact with external consultants providing support for large system changes and provide work planning leadership for all Salesforce initiatives.

\*Our offices have been updated to support staff and client health and well-being during the COVID-19 pandemic. Candidates should be very comfortable navigating both hardware and software that allows for smooth in-person and remote communications and transitions. **In accordance to public health orders and protocols, this position will operate in a mostly remote capacity, with some in-office requirements.** Canal Alliance will supply all needed hardware for this position.

### Essential Functions:

- Manage the day to day operation of the database information system.
- Collaborate with Leadership Team, program representatives, and external consultants to build a robust system that aligns with strategic, programmatic, operational, fundraising and reporting needs.
- Provide work planning leadership and meeting facilitation for Salesforce customization projects to ensure timely completion of projects that meet programmatic needs.
- Implement new configuration as needed, including the creation of custom objects and fields, workflows, email alerts and templates, campaigns and more.
- Create reports and dashboards to support Leadership Team, senior managers and program representatives in identifying trends and evaluating the impact of programs.
- Monitor data quality and support staff to ensure highest quality of data.
- Provide support and training to new and existing end-users regularly.
- Create/maintain user manuals and documentation.
- Supervise the Data Coordinator.
- Understand business process needs of programs, development, and other departments, and advise on the best use of features and customizations to meet business process and reporting needs (use of campaigns, tasks and activities, etc.).
- Research, recommend, support installation, and manage use of third-party applications that integrate with Salesforce (i.e. Apsara, Classy, Conga Composer, Cirrus Insight for development, etc.).

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- Make recommendations regarding automated processes using Salesforce tools such as process builder, approval processes, validation rules, and features such as engagement plans and levels.
- Develop and document a library of training videos to support sustainable training and knowledge.

**Other Responsibilities:**

- Other duties as assigned by supervisor

**Education and Experience:**

- Minimum of two year of experience working as Salesforce Administrator
- Salesforce Administrator certification strongly preferred.
- Minimum one-year supervisory experience
- Bachelor's Degree in related field preferred

**Qualifications- Skills and Knowledge:**

- Strong knowledge of Salesforce Non-Profit Starter Pack and NGO Connect.
- Experience providing Salesforce training and end-user support.
- Excellent organizational and project management skills.
- Ability to quickly learn program data management needs, envision practical Salesforce solutions, and communicate clearly to external consultants.
- Ability to take initiative and show good judgement.
- Strong technical skills, Microsoft Office Suite (Word, Outlook, PowerPoint and Excel).
- Knowledge of issues impacting Latino immigrant and low-income communities. **(preferred)**
- Bilingual/biliterate (English – Spanish) strongly preferred.
- Basic principles of non-profit program design and evaluation. **(preferred)**

**Compensation**

This is a full-time position with benefits. We offer a competitive salary with a benefits package that includes 3 weeks paid vacation a year, 12 days of sick leave a year, a voluntary vision plan and 100% paid employee medical & dental insurance as well as long term disability and an employee assistance program. In addition, there are at least 10 paid holidays annually, a 403(b)-retirement plan and a Flex cafeteria plan.

**Canal Alliance Equity and Inclusion Statement**

Canal Alliance actively promotes and recognizes principles of fairness, equity, and social justice in relation to, and across, intersections of race, age, color, national origin, ethnicity, citizenship, sex, sexual orientation, gender identity, gender expression, religion, disability, ancestry and all other identities represented among our diverse employees.

By appreciating the importance of inclusion, we acknowledge that the collective and individual talents, skills, and perspectives of our staff foster a culture of belonging, safety, collaborative practice,

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innovation, and mutual respect. Canal Alliance is committed to the transformation of attitudes and systems that deprive any person or group of these principals.

**Application Process**

Please email your resume and cover letter to **HR@canalalliance.org**. Only electronic applications will be accepted. (Keep it green!) Please indicate **"Salesforce Admin – YOUR NAME"** in the subject line of your email.

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