

## Job Profile

Job Title	Lead Salesforce Admin		
Reports to (job title)	Head of Digital		
Job Reference No.	HOMEJD1080	Issue Date	20/08/2025

### The job in a nutshell...

As Lead Salesforce Admin you'll be the enabler for us to maintain and develop our growing Salesforce environment and establish strong and capable Salesforce skills across the team.

You will be responsible for the design, configuration, maintenance, and optimisation of our Salesforce platform by working collaboratively with stakeholders to understand business requirements and translate them into scalable solutions within Salesforce.

You'll be integral to the day-to-day management of the Salesforce environment which will include regular Salesforce major and minor upgrades, as well as driving process and efficiency in our approach to Salesforce.

A natural leader and great communicator, you will coach and develop the Salesforce Admin team, using your knowledge and experience. You'll also support with training and development to end users on Salesforce best practices and functionality when required.

Having a customer focused approach, you'll recognise the department's role as a service provider to the business, making sure that a high-quality service is always delivered.

### What success will look like...

Taking a leading role in building clean, secure and functional Salesforce solutions that brings benefit to the business and its users.

Leading the implementation of new Salesforce features and functionality, including integrations with third-party applications to help our solutions run smoothly and improve user experience.

Leading, mentoring, and coaching the Salesforce team supporting them to be a successful and high performing team. You'll also stay current with Salesforce releases, features, and best practices, and recommend enhancements to improve efficiency and effectiveness.

Leveraging your tech know-how, you uncover solutions for business needs that haven't even been articulated yet. You'll apply change methodology to make solutions are a success in both reactive and proactive scenarios.

Working collaboratively with multiple IS and project teams and the wider business to consistently enhance and improve our Salesforce offering to enable real benefit to our customers and colleagues.

Proactively managing the environments, performance, data quality and updates of the Salesforce ecosystem and participation in the resolution of live incidents working closely with the relevant people to inform key stakeholders and quickly fix issues.

Being a Salesforce evangelist and able to show and demonstrate the usage and benefits of Salesforce to the business, as well as support with training, documentation, and user adoption.

Taking an active, leading input in key ceremonies such as daily stand up, sprint planning and retrospectives as well as continuously challenge and drive to improve our Salesforce development processes and activities.

Participation, monitoring and leading in the resolution of live incidents by working closely with the relevant people, incident management and Salesforce. You'll inform key stakeholders and swiftly find a resolution, minimising wider impact on our customers and colleagues.

You'll already have these **brilliant** skills, qualifications and knowledge...

Transferable Skills.	Technical qualifications, experience and knowledge.
<b>We are intuitively collaborative</b> <ul style="list-style-type: none"><li>• Work with others as part of one Home Group Team</li><li>• Mentor and shadow others to share knowledge</li><li>• Be brave; communicate and collaborate with people beyond your usual team</li></ul>	<b>Technical knowledge</b> , Salesforce Certified Administrator and at least 3 years' experience in Salesforce. Demonstrable experience in building, configuring, and delivering Salesforce solutions
<b>We have a win-win mentality</b> <ul style="list-style-type: none"><li>• Strive to find a solution everyone is happy with</li><li>• Take ownership of joint issues and see them through to resolution</li><li>• Be positive and solutions focused</li></ul>	<b>Experience of working in an agile manner</b> , used to working and an advocate of working in an agile way with demonstrable experience
<b>We are great influencers</b> <ul style="list-style-type: none"><li>• Understand our strategy and customers to be able to articulate the benefits of change</li><li>• Know how to get the best out of those you work with</li><li>• Build rapport and develop relationships</li></ul>	<b>Stakeholder management and communication skills</b> , are top-notch. You not only lead your team but also build solid relationships with stakeholders.

We'd also love you to have, or be **brilliant** at... (but don't worry if not)

- Knowledge of custom Salesforce development

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- Experience of working in the housing association sector
- Experience of being part of large-scale digital transformations
- Experience of CI/CD using Gearset

## We're all **accountable** for...

Health and Safety of our ourselves and others; put simply this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care, and taking steps to address and report problems related to Health and Safety.

Taking a proactive approach to your learning and development to be the best you can be. This includes understanding and keeping up to date with all our relevant policies and processes as well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity, and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

## Other **important** stuff...

You'll be a budget holder? No ☒ Yes ☐ ... up to £ Click here to enter text.

You'll manage people? No ☒ Yes ☐... around direct reports

We all work flexibly at Home Group but the level of travel in this role is usually...

Occasional ☒ Regular ☐ Frequent ☐

This role requires a DBS check No ☒ Yes ☐



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