

## SALESFORCE ADMINISTRATOR Lawley Benefits Group Buffalo Office

As the Salesforce Administrator, you'll be responsible for helping Lawley sell more effectively with better sales tracking and real-time visibility. The results of your day to day support and management of salesforce.com will help our reps stay on top of deals and build stronger relationships with clients. This is your chance to be part of a dynamic, progressive organization. Interested?

**POSITION SUMMARY:** Administers Salesforce.com (SFDC) day-to-day operations, user support, configuration, and setup for Lawley Benefits Group. Primary point of contact for LBG's Salesforce.com support. Understands Lawley Insurance and Lawley Benefits Group's lead management and customer service workflows. Customizes SFDC to meet the agency's business needs. Maintains effective working relationships with agency personnel and vendors. Demonstrates Lawley Core Values and Beliefs.

### QUALIFICATIONS & SKILLS:

- Bachelors Degree required
- Minimum two years experience as a Salesforce administrator
- SFDC Certified Administrator or ability to obtain certification within three years
- Experience customizing Salesforce environment with custom object creation, cross-object formula creation, workflow automation, validation rules, and approval processes
- Familiarity with Apex Data Loader for mass record manipulation and Apex language and trigger creation preferred
- Proven experience building advanced dashboards
- Experience with requirements scoping and business requirements analysis for integration design purposes
- Knowledge of HTML, CSS, Visualforce, and Informatica integrations a plus
- Excellent verbal and written communication skills
- Strong organizational skills, attention to detail and multi-task abilities
- Strong documentation and training skills
- Extensive experience with Microsoft Office Suite, particularly data manipulation methods in Excel and Access; Microsoft Visio workflow diagrams a plus
- Results-oriented and resourceful
- Willingness to pursue continuing education including: completion of all internal online Salesforce.com training and maintain a strong understanding of key features and functionality of Salesforce CRM applications and stay up to date on the latest releases
- Ability to work in a high-pressure, fast paced environment with significant telephone and personal disruption
- Ability to maintain a positive attitude, express enthusiasm and be flexible
- Ability to carry out complex tasks with many concrete and abstract variables
- Compatible with other employees
- Ability to work independently or as part of a team
- Appropriately attired for a professional office environment

### DUTIES & RESPONSIBILITIES:

#### Financial

- Develops awareness and supports, as appropriate, Scorecard Financial objectives

#### Customer

- Works with Salesforce team and management personnel to ensure the configuration supports business requirements
- Works with Salesforce team and management personnel to identify, document, and communicate standard business processes
- Manages ongoing support requests and administrative needs of users
- Assists users with report design and management
- Answers and tracks SFDC help desk calls via Salesforce Cases
- Participates in business process scoping, writing business requirements, developing process improvement rollout plans, and executing said plans
- Works with management to identify new and creative opportunities to leverage SFDC to support additional business processes or functions

#### Internal Business Process

- Manages Lawley's CRM database on the Salesforce.com platform and performs administration of Lawley's Salesforce.com instance
- Regularly performs database de-duping and cleanup procedures
- Works with Salesforce Manager to thoroughly evaluate all quarterly application release enhancements and communicate changes out to end-users
- Makes/coordinates configuration changes and refinements based on feedback gathered in user testing sessions
- Explores opportunities for Lawley's SFDC instance on the SFDC AppExchange
- Gains adequate knowledge of Salesforce integration with Applied's EPIC Agency Management System and EPIC's integration utilities (SDK / Bulk Extract)

#### People

- Participates in end-user workflow training to understand how SFDC will be used by business users in Sales, Marketing and Customer Service
- Attends local user group or conference events organized by Salesforce.com
- Participates in projects on an as-needed basis
- Performs other duties as requested or required

### READY TO GET STARTED?

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