Manager, Salesforce Platform

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Wellesley MA
Full time
R0014358
The Manager, Salesforce Platform leads the implementation and end-user adoption of Salesforce at Babson College. Specific responsibilities include partnering with the Deputy Chief Information Officer, Director of Integrations & Web Services, Director of Application Services, Director of the Project Management Office, Manager of Workday Platform, and Director of IT Communications & Training to develop and maintain both the roadmap and the resources necessary to maximize the value of the College's investment in the Salesforce platform; during implementation of Salesforces projects and functionality, coordinating activities between Babson resources, Salesforce resources, and external consulting resources; managing day-to-day operations of Salesforce (identification and resolution of issues, report and dashboard creation and deployment, etc.); partnering with ITSD Development to lead technology decisions on all Salesforce projects and initiatives; working with project managers to plan and complete Salesforce related projects including the adaptation of existing business processes to the platform, rollout of new Salesforce functionality, periodic upgrades, and the adoption of new Salesforce functionality; leading onboarding, training, and orientation of new Babson Salesforce users and groups; managing the Salesforce Governance group and process for the College, along with the development and maintenance of end-user training materials, user documentation, and reference guides; partnering with the Application Services team to ensure that ITSD can support the users of the Babson Salesforce platform; and working within the Babson ITSD policies, protocols, and systems to ensure that Salesforce at Babson is in alignment with best practices for enterprise systems. Additionally, this role will explore and integrate emerging capabilities such as Salesforce Agentforce and AI-driven tools to enhance automation, improve user experience, and optimize business processes across the College's Salesforce ecosystem.

WHAT YOU WILL DO

- In close partnership with the Chief Information Officer, Deputy Chief Information Officer, and the Project Management Office, develop and manage the Salesforce adoption roadmap for the College; collaborate with PMO to ensure that project charters are consistent with Salesforce strategy; and monitor progress of roadmap, including cost and quality of deliverables for both Salesforce operations and project deliverables.
- Establish and manage governance structure for strategic and tactical Salesforce decisions.
- Act as the primary public Salesforce evangelist for the College.

- Leverage Salesforce Agentforce and/or third-party AI-driven capabilities linked to Salesforce via APIs to design and implement intelligent automation, enhance user experience, and optimize business processes within the Salesforce platform. Stay current with emerging Salesforce AI features and Agentforce innovations to continuously improve platform functionality, drive adoption, and align with Babson's strategic technology roadmap.
- Define, document, and maintain standard operating procedures for Salesforce; in partnership with the Director of IT Communications and Training, create and deliver Salesforce training materials and programs to support user adoption.
- Collaborate with Salesforce Administrators on the identification and implementation of solutions using native Salesforce and App Exchanges solutions to meet business requirements.
- Collaborate with the Director, Integrations & Web Services and team making sure that the technical integration solutions meet business needs.
- Collaborate with the Director, Application Services, and team to ensure that resources are ready to support new projects as they are being implemented.
- Collaborate with subject matter experts (SMEs) across the Salesforce platform to ensure quality standards are maintained post-deployments.
- Report to key Salesforce stakeholders on Babson Salesforce adoption progress.
- Support the gathering and analysis of metrics to evaluate the Salesforce operational performance; draft summary reports based on this analysis.
- Work collaboratively across all departments to help improve the management of business processes.
- Responsible for overall operational aspects for Salesforce including managing all aspects of master release schedule; managing licensing; managing relationship with Salesforce; managing external vendor support contracts for operational support; and coordinating change management (communications) with Director, IT Communications & Training. This role requires ongoing management of the Salesforce platform budget.
- Provide technical support and act as a process consultant for the Graduate Admissions team in the oversight and management of Graduate Admissions Salesforce Org (Org I).
- Assume additional responsibilities as required.

YOUR TEAM WILL INCLUDE

Senior Salesforce Developer

Business Analyst, Salesforce Platform

Senior Salesforce Administrator (2)

Quality Assurance Analyst

WHAT EDUCATION AND SKILLS YOU WILL NEED

Bachelor's Degree or equivalent experience

At least 5+ years of experience in a senior leadership and/or support role; 5+ years of experience in a higher education environment; and 5+ years management experience

Must have **expertise with the fundamentals of Salesforce** as well as **business development experience**

Ability to lead effectively without formal supervisory responsibility

Must have a **strong understanding of internet-based applications and tools, data management, and business process analysis**

Must have excellent analytical and problem-solving skills

Must have **superior verbal and written communications skills** with the **ability to express technical concepts clearly and across all levels of an organization**

Ability to effectively handle multiple tasks and priorities

Must be a motivated, independent learner with a passion for IT topics

Ability to **manage ambiguity and thrive in a fluid environment**

Must be highly independent with the ability to take initiative

Must have strong computer skills including proficiency in Microsoft Office (Word, Excel, Access, PowerPoint)

Must have a **high degree of organizational skill in planning, communications, change management, and consensus building**

Ability to create an environment where direct reports have the freedom and security to take initiative; deal with complexities with resilience, resourcefulness, and optimism; and appreciate open mindedness, creativity, and agility in thought and tactics.

Ability to **embrace ideas** and changes created by all community members.

Ability to work independently to solve problems; look for opportunities to take on responsibility; take thoughtful risks; and effectively act on new and ongoing initiatives, objectives, and solutions to gain sought-after results.

Ability to **anticipate and effectively handles change**; demonstrate willingness to acquire new skills and challenging tasks; and is flexible in changing conditions.

HOW AND WHERE YOU WILL WORK

Requires work onsite typically 2-3 days a week, however, would consider fully remote as well; the on-campus requirement is subject to modification based on organizational need.

May require occasionally evening and/or weekend work

ADDITIONAL SKILLS YOU MAY HAVE

- Hands On experience in Salesforce - Education Cloud, Sales Cloud, Marketing Cloud, and Service Cloud
- Experience in Student Success and Advancement a plus
- Experience in Salesforce reporting and dashboard development preferred
- Experience in data integrity and management a plus

This is an exempt position with the following pay range: $139,786 - $155,317; the role is also eligible for bonuses based on performance and budget.

Babson College offers a comprehensive benefits package for full-time employees working at least 28 hours per week.

- **Insurance Coverage**: Medical, dental, vision, group life and long-term disability insurance, business travel accident insurance, and mental health benefits.
- **Time Off**: Starting at 3 weeks of vacation annually, 2 weeks of sick time, 1 week of paid family illness time, 6 weeks of paid parental leave, and 12 paid holidays per year. President's holidays are determined each year.
- **Retirement**: Participation in a 403(b) retirement plan with mandatory employee contributions and a 4:1 employer match.
- **Additional Benefits**: Wellbeing programs, virtual fitness platform, and employee assistance program.

All questions or concerns about this posting should be directed to the Office of Human Resources at hr@babson.edu.

About Us

We're all different.We're all Babson.
Babson College is a world-class business school, empowering entrepreneurial leaders to create great economic and social value - everywhere. Here you'll find a collaborative, collegial team environment designed to include and motivate every individual. It's a rewarding and invigorating workplace - an exciting launch pad for anyone who wants to make a real impact in higher education. We provide everything you need to achieve your

goals, including learning and development opportunities, outstanding benefits, rich rewards, wellness programs, and a genuine dedication to creating a diverse, multicultural and inclusive community.

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