

Job Description

JOB TITLE:	CRM Transformation Lead (Salesforce)
GRADE:	Support Staff - Scale J
REPORTS TO:	Group Head of Digital Skills
CAMPUS:	Across all sites
JOB PURPOSE:	To lead the administration, development, and expansion of the Salesforce platform across the College Group, ensuring the system effectively supports the student journey, employer engagement, and operational efficiency while driving staff adoption through expert training and configuration.

Main Duties

1. Platform Administration & Development

- a. Act as the internal technical expert to administer and configure Salesforce for diverse use cases including apprenticeships, marketing, and student admissions.
- b. Monitor platform performance and maintain data integrity, ensuring the system aligns with wider data architecture and statutory reporting needs.
- c. Proactively implement Salesforce releases and updates (e.g., Trailhead, Agentforce) to improve workflows and reduce manual effort.

2. Project & Stakeholder Management

- a. Work directly with external implementation partners to track deliverables, hold timelines, and ensure technical builds meet operational needs.
- b. Embed within various college teams to translate complex Salesforce capabilities into intuitive experiences for non-technical users.

- c. Collaborate with IT and Data leads to ensure security, GDPR compliance, and seamless system integrations.

3. Training & Digital Adoption

- a. Design and deliver comprehensive Salesforce training programs for staff at all levels to build confidence and platform proficiency.
- b. Create training resources and foster a network of "user champions" across the organization.

4. General Duties

- 4.1 Promote a teaching, learning and working environment that is free from discrimination, harassment and bullying and where all students and staff feel safe to express their individuality.
- 4.2 Be responsible for safeguarding and promoting the welfare of students.
- 4.3 Maintain student morale and discipline within the college site.
- 4.4 Through CPD ensure you keep up to date with relevant industry and academic development.
- 4.5 Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
- 4.6 Any other duties commensurate with the level of responsibility within the Group.

NOTE

- This post is not exempt from the Rehabilitation of Offenders Act 1974. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).
- This position is based across the Group's four main campuses to facilitate direct stakeholder engagement and onsite system support. While the role is primarily office-based to foster a collaborative culture, hybrid working arrangements may be considered for experienced candidates to accommodate focused technical development and configuration tasks. Regular travel between sites is a core requirement of the post.

PERSON SPECIFICATION - CRM Transformation Lead (Salesforce)

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
GCSE A-C (or equivalent) in English and Maths.	X		AF
Degree in a computing, business or marketing related subject.		X	AF / IV
Salesforce Administrator certification (ADM201) or higher.		X	AF / IV
Salesforce Platform App Builder certification.		X	AF / IV
Salesforce Agentforce Specialist certification.		X	AF / IV
Any additional Salesforce certifications (e.g. Sales Cloud, Service Cloud, Education Cloud).		X	AF / IV
EXPERIENCE			
Familiarity with Education Cloud components like Admissions Connect, Student Success Hub, or EDA (Education Data Architecture).		X	AF / IV
Practical experience administering and configuring Salesforce CRM, including the hands-on development of complex flows and validation rules.	X		AF / IV
Experience delivering end-user training, either 1:1 or group sessions.	X		AF / IV
Experience managing or supporting technology implementation projects, including the ability to translate business requirements into technical functional specifications.	X		AF / IV
Experience working with third-party implementation partners or suppliers.		X	AF / IV
Working in an educational environment or similar.		X	AF
Good knowledge of Google Workspace and Microsoft Office 365.	X		AF
Experience working with MIS, data teams, or system integrations.		X	AF / IV
Familiarity with CRM data models, reporting and dashboards, including proven experience using Data Loader or similar tools.	X		AF / IV
SKILLS, KNOWLEDGE AND ABILITIES			
Proactive approach to self-development, including Salesforce Trailhead and online learning.	X		IV

Demonstrable verbal and written communication skills.	X		IV
Flexible approach to working practices including the ability to work effectively as a team member.	X		IV
The ability to work under pressure and adhere to tight deadlines.	X		IV
The ability to work across a variety of teams, effectively communicating your plans to stakeholders.	X		AF / IV
Ability to collect and review feedback from internal and external stakeholders.	X		AF / IV

KEY:

- Evidence of all of the elements marked AF or AF/IV must be present in the application form in order to be shortlisted for an interview
- All of the elements marked IV will be assessed at interview.
- All of the elements marked AF/IV will also be assessed at interview.
- All or some of the elements may be assessed by the Test/Presentation