



## Senior Salesforce Administrator

**Type:** Full-Time (40-hours per week onsite)  
**Reports To:** Vice President, Finance, Administration and ReStore  
**Direct Reports:** None

### About Habitat for Humanity

Habitat for Humanity is one of the most trusted and recognized non-profit brands in the world. Habitat for Humanity Southern Alberta (Habitat) is one of the only affordable home ownership providers in southern Alberta that addresses a critical need and gap in our community services – helping hardworking families struggling to do their best with what they have by creating housing stability. Habitat brings people together to build homes, communities and hope. Through Habitat, kids can put down roots and parents can start planning for a brighter future in a safe and secure neighborhood.

Habitat for Humanity Southern Alberta was established in 1990 and works in the communities of Airdrie, Brooks, Calgary, Carstairs, Chestermere, Cochrane, Cremona, Didsbury, High River, Medicine Hat, Okotoks, Olds, Pincher Creek and Sundre. We currently manage a portfolio of approximately 250 families, with an annual new construction program building approximately 20 – 25 new homes a year at an annual spend of \$6M in construction. To date, we have partnered with more than 400 families, impacting the lives of more than 1,200 children.

With the help of sponsors, donors, community partners and volunteers, Habitat builds quality homes and helps families enter the housing market by purchasing homes through our affordable mortgage program. Habitat homeowners build their own homes alongside experienced staff and volunteers; and purchase their homes with no down-payment, no-interest mortgage, giving them financial stability to build better futures. Their monthly mortgage payments are used to build more homes for more families, creating a cycle of paying-it-forward and a sustainable financial model. Homeownership builds long-term stability and independence for families, while offering lasting, tangible benefits to our entire community.

Habitat for Humanity Southern Alberta is fortunate to have one of the largest and most successful ReStore operations in Canada. The ReStore is a social enterprise that sells new and gently used furniture, appliances, and building materials. Products are donated by businesses and households, and the proceeds from sales help support Habitat operations. With four retail outlets (two in Calgary, one in Medicine Hat and the eStore), our ReStores are a large enterprise with more than 50 staff and revenues targeted at over \$6M, contributing \$1.6M to Habitat for Humanity Southern Alberta's mission

### PURPOSE

The main responsibility of the **Senior Salesforce Administrator** is the support and administration of our Salesforce environment & 3<sup>rd</sup> party installed packages. More specifically, the Senior Salesforce Administrator is responsible for organizing and coordinating database maintenance and system



procedures, providing staff training on the Salesforce environment, and ensuring organizational effectiveness and efficiency. The Senior Salesforce Administrator will play a pivotal role in the effective utilization, optimization, and maintenance of the Salesforce org. The Senior Salesforce Administrator will collaborate with various teams across the organization to understand business requirements, translate them into technical solutions, and ensure the Salesforce environment, which includes 3<sup>rd</sup> party Salesforce partners, aligns with organizational objectives.

In addition to being the Salesforce point of contact, this role is responsible for oversight of the 3<sup>rd</sup> party managed services provider of our information systems environment (including but not limited to the network, M365, Secure Retail, and Beauceron), maintaining databases and providing technical and training support functions. The Senior Salesforce Administrator will contribute to improving operational efficiency, enhancing staff engagement, and driving data-driven decision-making.

## **RESPONSIBILITIES**

### **Salesforce Administration**

- Ensure data integrity within the Salesforce environment.
- Update managed packages and apps as required.
- Manage user licenses and ensure that proper security and permissions are kept current.
- Download monthly tax receipts from Salesforce libraries and save them on SharePoint.
- Update and/or upload relevant data using Data Loader for departments.
- Lock opportunities from the prior month,
- Clear the volunteer waiver valid checkbox from all volunteers annually to require them to sign of on the waiver each year.
- Monitor storage capacity and delete old files (pictures, tax receipts and attachments), any other mass updates that are deemed necessary.
- Follow organizational standards on data retention, purge old records from all Salesforce objects.
- In collaboration with Fund Development, manage Sales paths and build and maintain engagement plans including the automations surrounding them.
- Create and administer Salesforce Flows and migrate legacy Workflows to Flow.
- Ensure data is accurate and updated by collaborating with departments to correct information as necessary.
- Develop training modules and manuals for Salesforce typical use and Habitat specific applications and processes.
- Troubleshoot and deploy fixes for Salesforce issues.
- Assist departments with research, development, and implementation of departmental processes to enhance efficiency and reliability of the data contained within Salesforce.
- Maintain 3rd party apps connected to Salesforce (including but not limited to Homekeeper, RallyBound, Fundraise Up, FormAssembly, Titan Forms, HandsOnConnect) to ensure all mapping, workflows and synchronizing of data is functioning appropriately and as expected.
- Create customizations within customer facing apps to allow information to flow into Salesforce matching Habitat Southern Alberta business processes.

- Troubleshoot complex security models based on business requirements.
- Identify the relationship types available in Salesforce and when to use them.
- Modify a Lightning apps as required to meet organizational needs.
- Troubleshoot flow errors stemming from the Order of Execution and invalid data inputs.
- Plan and create approval process.
- Utilize the Order of Execution to explain why automations are running at specific times.
- Determine when to configure or extend Salesforce using customization or buy a 3<sup>rd</sup> party solution.
- Harness advanced reporting techniques to analyze data.
- Lead deployments of new software and integration with Salesforce.
- Complete any other maintenance tasks as required.

### **Cyber Security & Information Technology**

- Manage and oversee the outsourced managed IT service provider ensuring cybersecurity protocols, IT maintenance and service desk support are meeting service level agreements and organizational needs.
- Manage all software subscriptions related to Salesforce, M365, Beauceron and Adobe Cloud.
- First point of contact to support retail systems (Secure Retail, Shopify and Headcount).
- Lead annual computer lifecycle program ensuring all hardware is following replacement and redeployment guidelines and ensure execution.
- Arrange for hardware allocation with MSP for new employees and ensure that they have all applications needed to perform their duties.
- Train staff on applications used including but not limited to M365, Adobe, Salesforce & 3<sup>rd</sup> party apps, Beauceron.
- Develop and implement IT and Cyber Security Framework and policies
- Roll out program to staff volunteers and partners
- Monitor compliance of Framework and policies.
- Research and recommend relevant IT & cybersecurity courses and training throughout the year.
- Monitor staff engagement and follow up as required.
- Create phishing campaigns and that are relevant to current risks

### **SKILLS & QUALIFICATIONS**

- A bachelor's degree in computer science, information technology or business administration with a minor in technology or database administration, or a related discipline. Equivalent work experience will be considered.
- Minimum 5+ years of hands-on Salesforce administration experience.
- Salesforce Certified Administrator certification is required. A Salesforce Certified Advanced Administrator certification and/or Platform App Builder is strongly preferred.
- Mastery of Salesforce Flow for building complex process automation and record-triggered flows.
- Proficiency with tools like Data Loader, Demand Tools for data imports, mass updates and deduping.
- Proven experience managing integrations between Salesforce and third-party packages such as Homekeeper, HandsOnConnect, Rallybound, Fundraise Up, FormAssembly, Titan, is considered an asset.



- Expertise in the Salesforce security model, including profiles, roles, permission set groups and sharing rules.
- Experience managing sandbox environments, creating change sets and managing release cycles.
- Advanced knowledge of custom objects, validation rules, page layouts and formula fields.
- Strong troubleshooting and analytical skills, with a proactive mindset to identify and resolve root causes.
- CRM, HubSpot and marketing cloud experience is a definite plus
- Demonstrated knowledge and competence in computer systems and software i.e., M365 (Word, Excel, Teams Voice etc.) is imperative.
- Ability to partner with business leaders across multiple functional/technical teams to define a platform roadmap, translate requirements into technical specifications and prioritize user requests.
- Excellent organizational, administrative, customer service, communication and time management skills with the ability to translate complex technical information into understandable concepts for non-technical users and leadership.
- Class 5 driver's license and personal vehicle required to service and support satellite locations of the organization.
- Experience in non-profit and/or affordable housing environment is considered an asset.

Compensation:

- Salary Range \$90,000 to \$105,000
- Health & Dental Benefits
- Employee and Family Assistance Program
- Health Spending account
- Life insurance
- On-site gym
- On-site parking

**Application Deadline: Until a successful candidate is found**

Please apply with a Resume and Cover Letter to: [jobs@habitatsouthernab.ca](mailto:jobs@habitatsouthernab.ca).

*Habitat for Humanity Southern Alberta is an equal opportunity employer. We thank all applicants for your interest in this position. Please note that only those candidates selected for an interview will be contacted.*