



Canadian Mental
Health Association
Association canadienne
pour la santé mentale



Career Opportunity

SalesForce Administrator Full Time, Permanent, Hybrid Position

Position Summary: The Salesforce Administrator plays a pivotal role in leading and fostering a robust Salesforce culture at CMHA National. This position is responsible for driving the adoption of Salesforce across all teams, streamlining business processes, and ensuring efficient and effective system implementation. The ideal candidate will be a dynamic leader in promoting Salesforce best practices, collaborating with departments, creating strategic work plans, and developing and managing a cross-functional implementation team to bring the work to life.

About CMHA: Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health network in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Our vision is a Canada where mental health is a human right. CMHA has been chosen as one of [Canada's best places to work by Forbes magazine](#) in 2021 and 2022.

Location: This position will be based at our office, located in downtown Toronto. To encourage collaboration and explore new ways of working, CMHA National supports a hybrid work model of 2 days in the office and 3 days working from home.

Position Responsibilities:

- Cultivate a strong Salesforce working culture at CMHA National, ensuring all teams operate efficiently on the Salesforce platform.
- Lead and manage Salesforce projects, and develop a cross-department implementation team, ensuring effective and efficient implementation of the system across the organization
- Lead and Develop Salesforce strategies aligned with short-term and long-term organizational objectives
- Collaborate with internal departments to identify, gather, and analyze business requirements and critical data elements across functional areas, providing effective solutions.
- Conduct Solution Architecture reviews with project teams before design and development activities, ensuring scalability, alignment with internal service and program roadmaps, and meeting internal and external business requirements.
- Identify opportunities for automation using Process Builder, Flows, Workflow rules, and other advanced admin tools to streamline business processes.
- Design, develop, and maintain objects, page layouts, applications, workflows, reports, and dashboards on the Salesforce.com platform.
- Deliver flexible and scalable solutions that cater to evolving business needs.
- Stay up-to-date with new releases and technologies in the Salesforce ecosystem that could benefit the organization's business processes.
- Write tests and documentation for new and existing Salesforce applications to ensure quality and ease of maintenance.
- Manage Salesforce security, including roles, profiles, sharing rules, workflows, and groups, to maintain data privacy and access control.
- Oversee 3rd party applications from the AppExchange, including upgrades and user licenses, and incorporate data from Salesforce, Google Analytics, and other sources into reports to identify important metrics.
- Troubleshoot and resolve incoming support tickets to provide timely solutions to end-users.
- Evaluate requests, concerns, and issues raised by other departments using Salesforce, optimizing and making necessary changes to Salesforce objects, workflows, and systems to improve efficiency and user experience.
- Ensure data integrity by addressing data gaps or faulty data in Salesforce, including exporting, sourcing/correcting missing or incorrect data, and integrating it into Salesforce.
- Provide training and support for Salesforce users to maximize platform utilization and productivity.
- Continuously evaluate Salesforce process workflows to ensure they are optimized and operational, meeting users' needs and organizational objectives.



- Identify needs and build customized reports and dashboards to provide visibility on critical priorities and business performance indicators.
- Assist in other technology / digital transformation project as needed

Education:

- Bachelor's degree in a relevant field or equivalent work experience
- Salesforce Certified Administrator is required
- Salesforce Certified Business Analyst certification is an asset

Experience:

- Mid-level to advanced understanding of the administration of Salesforce, especially the NPSP (Non-profit success pack) of Salesforce Lightning.
- Project management experience is a must.
- Experience with data management and data integration processes is a plus.

Knowledge:

- Expert working knowledge in designing and implementing Salesforce solutions is required.
- Strong understanding of Salesforce functionality and best practices.

Skills:

- Strong analytical mindset, proficient data analysis skills, and a deep understanding of Salesforce administration
- Ability to collaborate with cross-functional teams and communicate effectively with stakeholders at all levels.
- Excellent problem-solving skills and attention to detail.
- Ability to identify patterns and trends within data, as well as communicate their findings effectively to drive informed decision-making
- Demonstrated ability to work independently and manage multiple tasks simultaneously.
- Exceptional organizational and time management skills with a strong attention to detail.
- Exceptional verbal and written communication, relationship management, and presentation skills.
- Ability to train/upskill staff on Salesforce and encourage and support its use across the organization.
- Effectively able to work under pressure and manage change in a fast-paced environment.
- Strong employee relations orientation and a commitment to serve staff and management.
- Self-starter able to work with limited supervision in a hybrid work setting.
- Capability to work independently or within group dynamics as required.
- Innovative thinker with strong organizational, interpersonal, and leadership skills.
- Proficient critical and analytical thinking, problem solving and judgment abilities.
- Highly motivated and passionate about mental health.
- Bilingual (French & English) would be an asset

Compensation: \$75,000 – 85,000 per year commensurate with experience and qualifications; along with benefits, a flexible work environment and a workplace culture committed to personal wellbeing and psychological safety.

Benefits: Dental care, extended health care, life insurance, vision care, employee assistance program, flexible schedule, paid time off (vacation, sick and work life balance days), wellness program, work from home, hybrid work.

Working conditions:

- This is a full-time position, working standard office hours (currently 35 hours/week).
- This position functions in a normal office environment, using typical office equipment, with extended periods of sitting, telephone interaction and/or working at a computer and no unusual physical demands.
- Due to the public nature of this job, there may be some challenging contacts or situations from external stakeholders.



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years of
community
ans de
communauté

Are you a fit?

If you are interested in applying for the role, please submit a PDF copy of your resume and cover letter by **August 25, 2023**, to careers@cmha.ca. The subject line should mention “**SalesForce Administrator**”. We thank you for your interest and please note that only those identified for an interview will be contacted.

To learn more about CMHA, visit: www.cmha.ca

CMHA is committed to our workforce reflecting the diversity of the communities within which we work. As such, we explicitly encourage applications from persons with disabilities, members of Black, Indigenous and racialized communities, people of all sexual orientations, gender identities and expressions, and others who may contribute to the diversity of our staff. We invite you to self-identify in your cover letter. Please let us know if you require accommodations throughout the application process.