

<b>Job Description</b>			
<b>Job Title</b>	Salesforce Analyst	<b>Job Family</b>	Business Development
<b>Reporting to</b>	TBC	<b>Job Code</b>	TBC
<b>Location</b>	Remote	<b>Evaluation Date</b>	TBA
<b>Job Purpose</b>			
<p>Reporting to the Service development Director, the Salesforce Analyst will be responsible for the development of comprehensive Salesforce reporting dashboards aimed at facilitating the analysis of business performance. These dashboards will serve as critical tools in identifying opportunities for business improvement, recognising potential risks, addressing issues, and spotting emerging trends. Additionally, the role will involve the creation of ad hoc reports tailored to the dynamic needs of the organisation.</p> <p>Beyond reporting, the Salesforce Analyst will play a crucial role in supporting various business development and marketing activities, including the development of Salesforce email response templates, assisting the marketing team with the analysis of campaign performance through integrated call tracking software, and participating enhancing Marketing Cloud activities. Furthermore, the role encompasses supporting the quality of key stakeholder data within the CRM and undertaking minor development work within Salesforce to bolster business development initiatives. The role will support both b2b and b2c business priorities.</p> <p>This role is pivotal in ensuring that the organisation leverages Salesforce to its fullest potential, driving informed decision-making and enhancing overall business performance.</p>			
<b>Responsibilities</b>			
<ul style="list-style-type: none"> <li>• Develop and maintain Salesforce reporting dashboards to analyse business performance</li> <li>• Create ad hoc reports to meet specific organisational needs</li> <li>• Identify business improvement opportunities, risks, issues, and trends through data analysis.</li> <li>• Collaborate with cross-functional teams to leverage Salesforce capabilities for business growth.</li> <li>• Perform minor development tasks within Salesforce to support business development activities</li> <li>• Provide training and support to users on Salesforce reporting and dashboard functionalities</li> <li>• Ensure high-quality data maintenance for key stakeholders within the CRM</li> <li>• Develop Salesforce email response templates</li> <li>• Support the marketing team with analysis of campaign performance via integrated Salesforce call tracking software</li> <li>• Participate in Marketing Cloud activities to enhance marketing efforts</li> <li>• Stay updated with Salesforce developments and best practices to continuously improve reporting and analytical processes</li> </ul>			
<b>Knowledge / Education / Skills</b>			
<p>This role demands a combination of technical expertise, analytical acumen, and effective communication skills to ensure the successful utilisation of Salesforce for business development and marketing activities.</p> <ul style="list-style-type: none"> <li>• Proficient in using Salesforce and related tools for reporting, dashboard creation, and minor development tasks</li> <li>• Strong analytical skills with the ability to interpret data and generate actionable insights</li> </ul>			

- Excellent problem-solving skills and attention to detail
- Effective communication skills to collaborate with cross-functional teams and stakeholders
- Ability to manage multiple tasks and priorities in a dynamic environment
- Strong organisational and time management skills.
- Ability to provide training and support to Salesforce users
- In-depth understanding of Salesforce and its various modules, including Sales Cloud, Service Cloud, and Marketing Cloud
- Strong knowledge of CRM principles and best practices
- Understanding of data analysis and business intelligence concepts
- Knowledge of marketing campaign analysis and call tracking software integration with Salesforce
- Awareness of data privacy regulations and best practices for data management

### Experience

Degree or equivalent in Business Administration, Information Technology, Computer Science, Marketing, or a related field. Alternatively, the candidate should be able to demonstrate experience of the outlined skills in previous roles.

Salesforce certifications such as Salesforce Certified Administrator, Salesforce Certified Advanced Administrator, or Salesforce Certified Platform App Builder are preferable.

### Communication

A positive approach to interaction and collaborative working with colleagues and a high degree of written and verbal communication skills are necessary for this role.

Ability to liaise with key stakeholders across the business, alongside relevant external stakeholders.

### Working Environment

Remote working with occasional travel to meet business requirements

### Safeguarding

All Priory colleagues have a responsibility to safeguard the individuals we care for, these may be adults and children or individuals connected to the people Priory supports. Colleagues must ensure they are aware of the local child and adult safeguarding policies and procedures in their service, in addition who to contact within the Local Authority Safeguarding Team for further advice.

All colleagues are required to attend safeguarding training appropriate to their role and to undertake additional training in associated areas.

### Upholding Company Behaviours

This provides some guidance on the types of conduct to support the Company Behaviours

#### Behaviour

**Putting people first** - we put the needs of our service users above all else

#### Evidence

- Strives to ensure every colleague is able to make a positive and lasting difference to our patients, clients and residents and their families
- Actively seeks to develop the potential of every service user and staff member

<p><b>Being supportive</b> - we support our colleagues, our service users and their families when they need us most</p>	<ul style="list-style-type: none"> <li>• Celebrates success and supports colleagues through difficult times</li> <li>• Demonstrates loyalty to colleagues, manager and team</li> </ul>
<p><b>Acting with integrity</b> - we are honest, transparent and decent. We treat each other with respect</p>	<ul style="list-style-type: none"> <li>• Is honest and respectful in all interactions with colleagues and customers</li> <li>• Demonstrates emotional control</li> <li>• Ensures accurate recording of any transactions and interactions on all company documentation</li> <li>• Challenges poor performance and behaviours</li> </ul>
<p><b>Striving for excellence</b> - for over 140 years, we have been trusted by our service users with their care. We take this trust seriously and constantly strive to improve the services we provide</p>	<ul style="list-style-type: none"> <li>• Always puts service quality first</li> <li>• Shares and encourages innovation</li> <li>• Keeps on top of new developments in the sector</li> </ul>
<p><b>Being supportive</b> - we support our colleagues, our service users and their families when they need us most</p>	<ul style="list-style-type: none"> <li>• Promotes the company in a positive way at all times</li> <li>• Strives for positive outcomes, especially when times are challenging</li> </ul>