



GUILDFORD
B O R O U G H

**Web Manager & Salesforce
Administrator
FG20 SD09**



Job Title	Web Manager Salesforce Administrator
Service Area	Customer & Digital Services
Grade	Web Manager – Grade 7 Salesforce Administrator – Grade 7
Job Reference	FG20 SD09

Reporting to	Responsible for
Digital Services Lead	N/A

Team Purpose
Ensuring a swift and efficient customer experience; understanding when and how to build self-serve capability as well as tailor exceptional advice and guidance to put customers first.

Role Purpose
To develop and deliver a strategic vision for the Council's Digital Communication programme in agreement with the Communications team.

Key Accountabilities
Web Manager • Manage GBC's CRM, working with developers and editors to ensure it's meeting the needs of the Council • Conduct content audits to identify gaps and redundancies in the site content • Create and implement content schedules content to remain up to date and relevant • Produce maps and visualisations of the site as necessary to support staff understanding of the structure and function of the website • Review and edit web copy • Develop policies in relation to communications and web content as required • Interpret analytics data to gain insight into how users interact with GBC's website and services • Survey users and hold focus groups to develop insights on site usage • Train staff in writing and producing content for the web • Occasionally update HTML, CSS and JavaScript Salesforce administrator



- Serve as primary system administrator for the Salesforce.com environment
- Handle all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks
- Complete regular internal system audits and prepare for upgrades
- Manage Salesforce.com data feeds and other integrations
- Co-ordinate the evaluation, scope and completion of new development requests.
- Assist in training of new users, and grow the Salesforce.com skill set across the organisation
- Effectively act as the liaison between our users, vendors and the application development teams
- Work independently with members of the user community to define and document development requirements

Key Objectives	
Working with customers	Develop digital and self-service channels and implement customer enabling and prevention opportunities.
Working towards the Corporate Plan	Contribute to Corporate Plan development and the development of associated plans and policies. Deliver agreed objectives and services associated with the Corporate Plan.
Knowledge of services	In-depth understanding of specialist area, being professionally qualified in one and good understanding of the operation of another.
Using systems effectively	Advanced skills in a number of Specialist Services systems and proficient in use of customer services systems.

Specific Tasks	
Case management skills	Lead/assist/support a Community of Practice across Specialist Services. Manage and resolve complex or contentious applications, cases and inspections using specialist expertise and judgement, act as a single point of contact for customers, and attend court if necessary.
Team work and working with others	Work collaboratively across the Council to provide a seamless service to customers, collaborate on corporate projects and engage positively and effectively with members, partners and other stakeholders. Conduct self and work in ways which encourage communication and empowerment within the team. Develop skill levels of self and others to support multi skilling and knowledge transfer.



Specific Tasks	
Enquiries, reports and service requests	A member of a comprehensive specialist customer focused advice team, ensuring specialist advice and input is provided where required. Provide specialist advice and input to commissioning and contract management. Prepare and present reports to committees or other internal or external meetings.
Processing and administration	Access and accurately update all relevant information systems, ensuring the "golden customer record" conforms to all verification and validation processes and in accordance with Data Protection principles and council policy.
Strategy and policy	Support projects and contracts within own professional area that deliver community and corporate objectives. Provide specialist advice and input to corporate projects.
Performance	Implement strategies, policies, service and financial plans, to ensure statutory and corporate targets are met and provide best value for the council. Draft policies which respond to emerging legislation, best practice and guidance to ensure continuous development and improvement in services. Understand strategy, performance and quality assurance standards and service/financial planning requirements for own specialist area.

Qualifications
Web manager: A degree in Computer Science, IT, Systems Engineering or a related qualification Salesforce administrator: Salesforce.com Admin (ADM201 and ADM211) certified

Knowledge, Skills and Experience
Salesforce Administrator: - Minimum two years of experience as a Salesforce.com administrator Web Manager: 2 years of work experience as a Website Manager - Ability to troubleshoot website issues in a fast-paced environment - Strong attention to detail with an analytical mind and outstanding problem-solving skills



Special Requirements	
Emergency Planning	This post will be, on occasions, required to take part in the Council's emergency planning training and may be called upon in the case of such an emergency. Where necessary this will include unsociable hours.
Election Duties	This post will, on occasion and with reasonable notice, be expected to assist with election duties as required and this will include working unsociable hours. A separate payment for election duties will be made as determined by the regional Elections Committee.

Standard Terms	1. To comply with appropriate legislation, service and Council policies. 2. All employees have responsibility under the Health and Safety at Work, etc. Act 1974. These responsibilities are laid out in the Council's health and safety policy and procedures. 3. To support and be committed to the Council's policy on safeguarding and promoting the welfare of vulnerable groups including young children and adults and expect all staff and volunteers to share this commitment. 4. To support the Council's equalities and diversity policies. 5. To operate within the Council's IT policies and data protection rules and regulations. 6. To operate within the Council's financial regulations. 7. Manage budgets and resources ensuring that they are deployed effectively with robust internal controls and compliance with relevant regulations, policies and guidelines. 8. To participate in internal committees and departmental working parties to ensure continuous improvement as required. 9. Any other reasonable duties as may be required from time to time.
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Competency Framework

Central to the delivery of the role are the Council's values and behaviours and all employees are expected to work within the Council's Organisational Culture Framework. These are shared by all employees and applied to everything we do. The points for each competency are shown below:

Guildford behaviours [competencies]: see the framework in the Performance Review Toolkit for a full list behavioural indicators	
Core Competencies - All Workforce	
Embraces Change	Has a positive attitude to change, adapts to meet new challenges and introduces changes to improve organisational performance.
Innovation and creative thinking	Proactively generates and develops innovative ideas, opportunities or improvements in order to meet organisational objectives more efficiently and effectively.



Effective communication	Communicates effectively. Uses communication methods and standards, together with well-reasoned arguments, to convince and persuade where necessary.
Customer focus	Puts the customer first, builds effective relationships and seeks feedback to address their needs.
Problem solving & decision making	Understands and analyses issues in order to identify the most appropriate solutions. Makes effective decisions based on thorough analysis and the needs of the organisation.
Focus on efficiency	Meets or exceeds the Council's standards by monitoring the quality of own work, team or service delivery. Continually looks for areas of improvement to ensure efficiency, effectiveness and value for money.
Performance and learning	Demonstrates personal commitment to meet agreed performance standards and objectives. Learns from experience and takes responsibility for identifying and addressing personal development needs.
Team working	Proactively cooperates and interacts with colleagues, internal and external partners across the Council. Encourages others to develop a collaborative approach to share information, knowledge and ideas.
Builds relationships	Presents a professional image and uses interpersonal skills to form positive and productive working relationships within and beyond the organisation.
Commitment to the organisation	Consistently supports and demonstrates an understanding of and commitment to the Council's vision and values. Acts with integrity and accountability.

All employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility. All employees are required to be flexible and undertake out of hours work as required. Meetings outside office hours will be routine and officers will be expected to attend. This job description will be supplemented and further defined by annual objectives which will be developed in conjunction with the postholder. This job description will be subject to regular review and the Council reserves the right to amend or add to the details.

Key Policies

We are an equal opportunities employer and therefore all staff are expected to comply with our equality policies and help create a work environment in which everyone is treated with dignity, respect, courtesy and fairness. You are also expected to fully comply with health and safety policies and procedures in force to help maintain and develop a safe working environment. In pursuing a practice of continuous improvement and seeking to obtain best value in all aspects of the service, staff will be expected to assist in other such duties as may be allocated for the benefit of the organisation and their own personal development. Staff will be expected to assist if the Council has to deal with the results of a civil emergency.

Signed (Job Holder):		Date:
Signed (Service Lead):		Date: