

Position/Title: Salesforce System Manager

Start Date: Immediate

Contact: Please send resume and cover letter to cpf-hr@CityParksFoundation.org and include the job title in the subject line. Cover letters MUST include salary requirements.

ABOUT CITY PARKS FOUNDATION

At City Parks Foundation (CPF), we are dedicated to invigorating and transforming New York City parks into dynamic, vibrant centers of urban life through sports, arts, community building, and education programs for all New Yorkers. Our programs -- located in more than 400 parks, recreation centers, and public schools across New York City -- reach 300,000 people each year.

- CityParks Shows brings hundreds of live music, dance and theater performances to communities throughout New York City's five boroughs. The SummerStage festival presents over 100 free performances and benefit concerts each year in 16 parks throughout the city, ranging from American pop, Latin and world music to dance, spoken word and theater. The Swedish Cottage Marionette Theatre, home to one of the last public marionette companies in the US, presents modern takes on classic fairy tales, and the traveling PuppetMobile presents family-friendly puppet shows and workshops outdoors around the city, free of charge.
- Partnerships for Parks is a unique public-private partnership between CPF and NYC Parks that supports and champions neighborhood volunteers by giving them the tools they need to advocate and care for their neighborhood parks and green spaces.
- CityParks Learn environmental education programs help students experience the fun of science, while learning about their relationship to the natural world and the ways in which they can protect our natural environment. We provide environmental science programs for elementary, middle and high school students throughout New York City, serving nearly 3,000 kids through school-day, afterschool and summer programming, as well as credit-bearing training and paid internships for teenagers.
- CityParks Play activates New York's neighborhood parks with free sports programs for kids, including tennis, soccer, golf, track & field, and multi sport instruction, as well as fitness classes for seniors. We help New Yorkers stay active and healthy, discover new sports, and make new friends.

Our ethos is simple: *we believe thriving parks mean thriving communities.*

POSITION SUMMARY

Our Salesforce CRM system is used to track fundraising and sponsorship, marketing, and programming data across our organization. The Salesforce Manager is responsible for overseeing and managing this organization-wide CRM system, including data input, management, report-writing, and application add-ons. The manager will continue the data conversion and implementation process, develop business processes with our staff, customize the system as needed, and identify new and future uses of the system. The manager would also serve as the internal liaison with external salesforce consultants / developers as applicable.

The Salesforce System Manager is responsible for owning and executing the day-to-day configuration, reporting, training, support, maintenance and overall improvement of our Salesforce CRM platform. Work closely with our staff, including the Partnerships for Parks Manager of Data and Evaluation, to build out, implement and improve data collection for departments not yet using the system.

REQUIREMENTS

- Assist departments in analyzing data needs and use of the CRM system
- Collaborate with end users in all departments to generate reports, lists and other information
- Import external data as needed
- Provide best practices and tips on Salesforce usage including training, documentation and support as necessary and help ensure that data is entered properly
- Create and maintain custom objects, object relationships, and standard and custom fields
- Customize reporting and dashboards for various staff and departments
- Manage and maintain third party apps and make recommendations on tools that will provide better user experiences and efficiencies
- Perform administrator functions such as user management, profiles, roles, permissions, rules, assignment rules, queues, licenses, capacity and storage management
- Manage dashboards, reports, forms, templates, page layouts, workflows and approvals
- Stay current with Salesforce releases and corresponding documentation and provide new functionalities and solutions as needed
- Preserve assets by implementing disaster recovery and back-up procedures and information security and control structures.
- Special projects as needed

QUALIFICATIONS

- 4+ years in IT as a developer, consultant, business analyst or systems administrator
- 2+ years as a Salesforce Administrator; Salesforce.com Certified Administrator or Developer a plus
- Not-for-profit CRM system experience, especially fundraising and/or marketing, preferred

- Project management experience required, Business Process development experience preferred
- Adept with multiple software systems and willing to learn new products
- Ability to effectively evaluate, understand, interpret, and explain data to non-technical users
- Excellent organizational, analytical and problem-solving abilities
- Superior written and verbal communication skills
- Interest in the arts, sports, education, and/or parks issues
- Ability to work in a collegial, fast-paced environment
- Strong attention to detail and ability to manage multiple projects simultaneously
- Ability to work independently
- Bachelor's degree preferred

WORKING FOR CITY PARKS FOUNDATION

Benefits include excellent health care and dental package, vacation, paid holidays, 403(b) Retirement Plan, Transit Check program, life insurance, and flexible spending plan. City Parks Foundation is a collegial, mission-focused organization that values its employees and encourages professional growth and advancement.