



---

## **JOB DESCRIPTION**

### **POSITION TITLE: Salesforce Analyst/Project Manager**

**REPORTS TO:** VP of Donor Services

**OVERVIEW:** Jewish Federation of Greater Atlanta (“Federation”) is continuing to build a diverse team of highly motivated and qualified individuals with a variety of skill sets to create a new model of 21<sup>st</sup> century community engagement and philanthropy. Federation is looking for candidates who are forward-thinking, motivated, have a positive attitude and enjoy working in an inclusive, dynamic environment.

Under the supervision of the VP of Donor Services and working closely with the Philanthropy and Finance departments, the Salesforce Analyst/Project Manager will be responsible for supporting the migration of our data platform from Blackbaud to Salesforce, supporting our Campaign team with data and functional needs, and assisting with data reporting and analysis to influence strategy as well as day-to-day operations.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Maximize the use of the data in Salesforce to provide greater Business Intelligence, helping the Philanthropy, Finance, and Marketing teams through reporting and dashboards.
- Manage the creation and implementation of campaign communications (targeted communications such as thank you letters, bills and statements, and e-newsletters).
- Provide data-driven guidance to support the assignment and tracking of prospects and solicitors.
- Assist with our CRM database migration from Blackbaud CRM to Salesforce.org.
- Manage the backlog of Salesforce feature enhancements for post-launch implementation, testing, and release.
- Research of new Salesforce features, AppExchange tools, and other software to solve business needs or issues.
- Continuing customization and development of our Salesforce system.
- Facilitation of Proofs of Concept or Prototypes to support the decision-making process.
- Develop, document, and implement training for users and keep materials up-to-date.

### **QUALIFICATIONS:**

- Experience with Salesforce Administration (NPSP is a bonus).
- Results-driven achiever with excellent organizational skills along with a high degree of detail orientation.
- Excellent written and verbal communication skills.
- Strong appreciation of data-driven analysis.
- Excellent Microsoft Office skills, particularly Excel.
- Capacity to manage confidential information and use discretion and good judgment.



- Enthusiastic and eager to meet challenges and quickly adapt.
- Innovative problem-solver who can generate workable solutions.
- Demonstrated ability to take initiative, work independently, but also integrate and work within a team.
- Flexible perspective – ability to work with processes and systems that are evolving and subject to change.
- Demonstrated ability to collaborate with all levels of staff, volunteers, donors and prospective donors.
- Skilled at managing competing priorities.
- Proven ability to generate creative ideas to improve performance and efficiency.
- Proven success in fast-paced environments.
- Knowledge of fundraising and development best practices.

**EDUCATION, TRAINING AND/OR EXPERIENCE:**

- Bachelor's Degree in a related area of study or an internship, volunteer or professional position in a related professional role.
- Experience with Salesforce.
  - Experience with Blackbaud CRM is a bonus.
- 2-4 years of experience with non-profit organizations in a Fundraising/Development role.

**PHYSICAL REQUIREMENTS:** Minimal physical effort required with intermittent standing and walking and prolonged periods of sitting in meetings or at desk working on a computer.

*Jewish Federation of Greater Atlanta is an equal opportunity employer.*