

Position Description

Position Title	Salesforce Administrator
Portfolio	Corporate Services
Division	ICT & Innovation
Department/Cost Centre	ICTS - 05500
Classification	PACCT Level 6
Position Number/s	103167
Reporting to	Team Leader – Digital Transformation
Supervises	NIL

Who is South West TAFE?

South West TAFE is an education hub with a difference. We bring innovative education and industry insider knowledge together to power talent for tomorrow.

South West TAFE is where practical skills meet real opportunity. With over 150 industry-aligned courses, we help people build the confidence and capability they need to step into their future — whether that's a new job, a career change or further study.

SWTAFE campuses are situated on the lands of the Gunditjmarra, Kirrae Whurrong, Gulidjan peoples of the Eastern Marr nation, and the Tjap Wurrong and Bunganditj peoples. They are located throughout southwest Victoria in Warrnambool, Hamilton, Portland, Colac, Sherwood Park and a further delivery site at Glenormiston. They offer modern facilities, expert trainers and strong connections to local industry—so learning stays relevant, hands-on and flexible.

We're not just keeping up — we're staying ahead. And we're proud to be part of a region that's growing, evolving and inspiring change.

Division Overview

The ICT and Innovation Department leads the information and communications technology (ICT) functions at South West TAFE.

The Department is comprised of the ICT Operations team, the Digital Transformation team and the Student Management System (SMS) team, within the Corporate Services portfolio.

The ICT Operations team maintains and supports the core network infrastructure, cyber security, end user devices, cloud and on-premise software and platforms, audio visual and communications (portable devices, telephones, etc.) that underpin the delivery of training to students; and supports the business objectives of the Institute.

The Digital Transformation team aims to ensure the efficient, effective and economical use of ICT systems and underpinning process across the organisation. Working with stakeholders to understand requirements and process to then leverage the Institutes investment in technology to the fullest. This will be a mixture of enhancing systems already in place and the implementation of new systems into the environment.

The SMS team is responsible for the adoption, development and maintenance of South West TAFE's Student Management System. This includes the development and implementation of new functionality and interfaces that assist with the efficiency of South West TAFE operations, ensuring student data reporting requirements to funding bodies and other various government departments are met.

The role of each team is to work with key internal and external stakeholders to strategically specify, maintain and deliver technologies and services used in the execution of the business objectives and strategic direction of South West TAFE, and to ensure that avenues for support, fault escalation and fault resolution are provided.

Position Overview (Your Opportunity)

The Salesforce Administrator supports the day-to-day administration, configuration, maintenance and improvement of Salesforce and associated applications. Reporting to the Team Leader – Digital Transformation, the role provides user support, maintains data quality and access controls, and implements approved configuration changes. The Salesforce Administrator works with internal stakeholders and external service providers to resolve complex issues and support ongoing enhancements. The Salesforce Administrator will:

- act as the Institutes CRM champion to help expand its use,
- assist in the day-to-day running and continual development of the Salesforce CRM,
- have a good understanding of how a CRM should and can be utilised across an organisation,
- be the go-to person for the users on Salesforce matters,
- take data quality and compliance seriously and work to maintain accurate, complete and reliable CRM data,

- understand and is passionate about the customer experience journey and understands the importance of the enquiry to enrolment process,
- work well with internal and external stakeholders.

Key Accountabilities

All South West TAFE staff are required to act and work in the best interest of the organisation, as such every staff member has accountabilities to uphold for both their position and the wider organisation,

These accountabilities include but are not limited to:

Your Position

- Configure and maintain Salesforce objects, fields, relationships and validation rules within the approved solution design.
- Act as a central point of contact for all change requests and system alterations and provide level 1 support to address and triage all requests and incidents.
- Manage the execution of day-to-day configuration, support, maintenance, and improvement of Salesforce.
- Manage all aspects of user account and license management including new user setup/deactivation, roles, profiles and permission sets
- Ensure data integrity by merging duplicate Accounts; performing mass uploads and updates of data using the data loader as required.
- Configure and maintain page layouts, email templates, record types and fields, and implement approved automation using Salesforce Flows.
- Provide help-desk support for system users and liaise with ICT and the support consultant where necessary.
- Maintain control of profiles, access rights, security settings and user privileges.
- Apply approved privacy, security and data governance controls, and escalate identified concerns.
- Attend regular meetings with staff and various team members to review upcoming maintenance and development requirements.
- Liaise with service providers and assist with change and the continual development of the system.
- Create reports and dashboards to provide goal-oriented stats for users and executives
- Work with the Team Leader – Digital Transformation in the creation and development of improved workflows relating to the Salesforce to meet unique business requirements and optimize data.
- Work with internal and external stakeholders to support Salesforce enhancements and projects through requirements gathering, configuration, testing and documentation.
- Monitor integrations, perform initial troubleshooting and coordinate resolution with developers and service providers.
- Act as a subject matter expert (SME) for users, driving adoption and staying updated on new releases
- User Assistance, Training, Adoption and Satisfaction – Create and administer training to existing or new users/groups; may include end-user guides and provide one to one training to end users on an as-needed basis, to ensure positive adoption and best use of the Salesforce platform.
- Attend regular meetings with staff and various team members to review upcoming maintenance and development requirements.
- Create and/or update training manuals, policies and procedures related to CRM use and workflows
- Operate within specific guidelines but with scope to exercise discretion and innovation in the application of established procedures
- Stay up-to-date and current with new Salesforce products and enhancements that could benefit stakeholders.
- Test configuration changes in a sandbox, support user acceptance testing, document releases and obtain required approvals before production deployment.

Your Organisation

- Recognise areas in which guidance and support is required from the Manager and seek appropriate assistance
- Keep up to date with relevant industry information and best practice
- Comply with internal policies and procedures including the Code of Conduct
- Demonstrate the organisational values daily and proactively seek to maintain a healthy and safe work environment
- Commit to access and equity principles in carrying out work functions
- Actively participate in the organisation's Achievement Development Program (ADP)

This position description describes in general terms the normal duties which the position is expected to undertake. However, the duties described may vary or be amended from time to time without changing the level of responsibility.

Key Selection Criteria (Key to Success)

Successful candidate will demonstrate the best combination of the following characteristics;

- 1–3 years of hands-on Salesforce administration experience, customer experience and/or sales processes and workflows
- Proven ability to prioritise tasks, work to deadlines and manage complex tasks using project management best practice
- Experience implementing Salesforce configuration changes including (but not limited to): Flow, fields, page layouts, record types, custom settings, dashboards and reports with a strong attention to detail
- Ability to ensure an exceptional user experience is created
- A team player with the ability to develop strong relationships and work with all stakeholders
- Proven strong verbal and written communication skills, well developed interpersonal skills including the ability to interact effectively with a diverse range of people
- Able to diagnose and solve problems through the applications of personal capabilities and attributes, promoting effective and efficient processes and outcomes
- Experience configuring Lightning record pages and standard components
- Strong team player with service-oriented attitude and customer focus (people person)
- A proactive attitude to platform enhancements

Qualifications and Requirements

Mandatory requirements

- Salesforce Certified Platform Administrator certification with relevant work experience in a customer service environment
- Variations of the above will be considered
- Previous experience working in the VET Sector
- A current Driver's Licence
- Employee Victorian Working with Children Check and satisfactory Police Check

Highly desirable requirements

- Experience using Microsoft Office products, and relevant industry software and programs
- Strong computer skills especially CRM systems (Salesforce essential), Microsoft Visio, Jira and other project management software

Additional Information

- South West TAFE supports Equal Employment Opportunity and are committed to make diversity, equality and inclusion part of everything we do – from how we develop and deliver our courses, to how we build our diverse workforce. We actively encourage applicants from all backgrounds to apply
- South West TAFE is a child safe organisation focusing on the wellbeing and inclusion of children and young people
- Position, requirements, classification skill level required and conditions in accordance with Victorian TAFE PACCT Staff Agreement 2025
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive
- SWTAFE may alter this Position Description if and when the need arises to best suit the operation requirements of the position
- Any member of SWTAFE may be required to work at any site dependent upon business needs

	Authority level	Name	Date
Prepared by	Recruiting/Hiring Manager		
Approved by	Department Executive Manager		
P&C review	People & Culture		
Agreed by	Employee		