



Job Description

Date: June 2017
Title: Salesforce Business Analyst (Full Time)
Location: Boston, MA

Capital Link is seeking a professional with strong data analysis and communications skills to join our Data Services team. Reporting to the Director of Data & Information Systems, this position is responsible for conducting activities related to Salesforce. The Salesforce Business Analyst will work with Capital Link staff to ensure Salesforce is being fully and effectively utilized. Responsibilities include but are not limited to understanding and adhering to Capital Link standards, policies and procedures, as well as training best practices.

The Salesforce Business Analyst researches and analyzes business processes, recommends the best course of action, and carries out associated tasks to help improve Capital Link's existing capabilities. The Salesforce Business Analyst uses judgment in identifying issues, analyzing proposed solutions, and developing recommendations, which support management decisions, Capital Link's mission, and the best interest of end-users.

Key Responsibilities Include:

- Act as primary administrator of Capital Link's Salesforce.com CRM.
- Responsible for assisting the Director of Data & Information Systems with all requirements gathering, specifications & rollout of new Salesforce concepts, including communities as Capital Link's Client Portal.
- Document step-by-step procedures for Capital Link staff and update as changes in Salesforce dictate.
- Work closely with Capital Link's Marketing & Communications staff to help support use of Salesforce and Pardot (Marketing Automation).
- Responsible for troubleshooting and resolving CRM related issues.
- Research and understand Salesforce quarterly updates & provide updates to the Director of Data & Information systems for any pertinent changes.
- Ongoing training of Capital Link staff on use of Salesforce, identifying best practices and working to resolve any confusion around Salesforce usage.
- Work closely with Database Developer and other members of the Data/IS Team.
- Perform related duties and responsibilities, as assigned.

Minimum Qualifications:

- Three to Five years of experience with Salesforce CRM.
- Bachelor degree in Information Technology, or equivalent combination of education, experience, and training.



Additional Qualifications:

- Knowledge and experience working with various technologies including, but not limited to:
 - Salesforce.com CRM
 - Pardot (preferred, not required)
 - Microsoft Office Suite, including Project
- Ability to select and apply industry standard best practices.
- Ability to demonstrate strong business analysis skills.
- Ability to work as part of a diverse organization.
- Ability to communicate effectively with vendors and staff to facilitate the successful completion of representative duties and other assigned tasks.
- Proven communication skills, especially relating to the ability to train and work with remote staff.

As a rapidly growing entrepreneurial non-profit organization, Capital Link provides exceptional opportunities to its staff members. Position offers a competitive salary and benefits package. Please submit a resume, cover letter, contact information and salary requirements to hr@caplink.org with subject line: Salesforce Business Analyst. Any applications missing this information will not be considered.

No phone calls, recruiters, or staffing firms please!

Capital Link is an Equal Opportunity Employer and takes affirmative action to ensure that applicants and employees are not discriminated against because of race, color, age, sex, sexual orientation, religion, veteran's status, military status, creed, physical or mental handicap/disability or national origin.