



Application package

Position number:	40613
Position title:	Platform (Salesforce) Administrator
APS Level:	APS 6 (\$82,166 - \$93,862 plus 15.4% superannuation)
Position offered:	Non-ongoing role (July 2023) – possibility to become ongoing. Full time (or part-time as we are committed to supporting flexible working arrangements)
Closing date:	Midnight, Monday 15 February 2021 – we will review applications as they arrive.
Contact Officer:	Mike Dudarenok, Executive Project Manager
Contact number:	(02) 9432 7000

This application package includes:

- Information on how to prepare your application and the selection process.
- A position description.

About the Agency

The Workplace Gender Equality Agency (WGEA/Agency) is the Australian Government's key agency charged with promoting and improving gender equality for both women and men in Australian workplaces, including through the provision of advice and assistance to employers and the assessment and measurement of workplace gender data. The Agency is established by the *Workplace Gender Equality Act 2012* (Act).

The Agency has two distinct functions: a regulator and influencer. In its regulatory role, the Agency administers the Act which requires all private sector employers with 100 or more employees to report against six gender equality indicators, which have been developed to address the most pressing contemporary challenges to gender equality in Australian workplaces.

As an influencer the Agency seeks to educate and influence positive change in Australian workplaces by promoting informed, evidence-based public discussion and understanding of gender equality, collaborating strategically to build strong relationships between the Agency and its stakeholders, using the Agency's data-rich research to position it as the leading source of information and advice on workplace gender equality issues.

Further information about our Agency is available at www.wgea.gov.au

How to prepare your application

Eligibility to apply

Applicants **must** be Australian citizens.

Diversity

The Agency values the contributions of people with different backgrounds, experiences and perspectives.

The Agency encourages and welcomes applications from people of all genders, Indigenous Australians, people with disability, people from culturally and linguistically diverse backgrounds and mature-age people.

You can tell us in your application or when called in for interview if you need any adjustments to help you participate equally in the selection process.

Questions about the position

The contact officer is available to answer any questions you have about the position. You will find their contact details on page one of this application package.

Lodging your application

Your application should be emailed to recruitment@wgea.gov.au.

Late applications

Late applications will not be accepted unless exceptional circumstances exist.

Preparing your application

You should include the following information in your application:

- **Personal details** including your contact details.
- A **summary** of your work experience (CV/Resume).
- A **cover letter/statement** outlining how your skills, experience and qualifications will help you to meet the requirements of the role. This will help the selection panel make an informed assessment of your suitability.
- Details of **two recent referees** including your current or most recent supervisor (we will seek your permission before we contact your referee)
- Any further relevant information.

Selection Panel

A selection panel (usually three people) will be formed to consider all applications and to develop a shortlist of applicants for further assessment. This assessment can take many forms but will usually include a face to face(or video) interview and could also include a short practical exercise.

Availability for interview

If you are shortlisted for an interview you can expect at least two days' notice. If you are not short-listed for interview, you will be notified in writing.

Interviews are planned to occur **late February 2020** with offers expected to be made **within two** weeks of interview.



Position description

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Purpose of the position

Guided by established product strategy and under the direction of executive responsible for overall delivery, the **Platform (Salesforce) Administrator** will represent and communicate the voice of stakeholders to be fulfilled by the agile team. The Administrator, working closely with the Agency's Business Analyst, serves as proxy for the customer - both internal and external.

Supporting an agile culture, the Platform (Salesforce) Administrator represents the voice of stakeholders by maintaining a product backlog to ensure that development teams are working on stories and features that:

- continuously simplify and improve user experience for the customers – both internal and external;
- improve productivity of the Agency and its staff;
- increase internal product adoption;
- support the growth of the Agency's digital capabilities; and,
- reduce the overall total cost of ownership (TCO) of the solution.

The role will be responsible for supporting the overall product strategy through the development of a set of actionable functional changes, which address identified user needs and through the administration and development of the Salesforce-based solution, specifically Service Cloud, Engagement Cloud and Pardot. The successful applicant will be comfortable wearing multiple hats, experienced in creative problem solving and conceptualising solutions, is able to build strong relationships with both the Agency's external customers and internal teams, can communicate clear and actionable requirements, and demonstrates true passion for the role.

The successful applicant will be part of significant business transformation initiative currently under way. The multi-year initiative is centred on transition to Salesforce Service and Engagement Clouds and implementation of MuleSoft and Tableau for data management, analysis and visualisation.

Expected outcomes and accountabilities

This position reports to the **Executive, Project Manager / Product Owner** and does not have any direct reports.

The role operates under limited direction and typical expected outcomes include:

- Serve as a champion of customer perspectives to the scrum team.
- Collaborate with stakeholders (internal teams, development teams and reporting organisations) to ensure goals are clear and aligned to the Agency's objectives
- Translate business and technical requirements into clear user stories for scrum teams to implement
- Plan and maintain a healthy product backlog that delivers maximum value for the solution's internal and external customers while adhering to Agency's overall strategy
- Participate in the scrum ceremonies, evaluate project/product progress, and communicate status & risks appropriately
- Delivery of product enhancements and changes, drive success by delivering user satisfaction by the deadline and within the allocated budget.
- Responsibility for continued administration and development of Salesforce-based solution.
- Become a technical champion of the solution and advise internal stakeholders on the technical implementation of their requirements to streamline operational processes.



- Continued data and process integration of existing systems and processes to facilitate adoption and improve productivity.
- Support the development of a scalable training concept for Salesforce, Tableau and Microsoft Advanced Analytics tools across the Agency.
- Other duties as required.

Expected capabilities

- At least 2 years of experience in the administration of Salesforce, including sound understanding of Salesforce Service and Engagement Cloud configurations and workflows.
- Hold current Salesforce Certified Administrator or Advanced Administrator credentials
- Prior involvement in successful implementation of complex Salesforce projects/migrations.
- A sound understanding of agile processes and ceremonies, including prior experience working with agile delivery practises using scrum.
- Prior experience with management of ongoing enhancement of CRM, Customer Portals and marketing automation tools, ideally using Salesforce.
- Experience in IT project management and a good understanding of relational database model topics, APIs, logical operators, etc.
- Previous experience with Salesforce Pardot would be welcome but not required.
- Excellent interpersonal, client liaison, verbal and written communication skills with sound negotiating and conflict resolution skills and a demonstrated level of tact and discretion in dealing with a variety of matters.
- A well-developed ability to build and maintain strong relationships with key internal and external stakeholders at different levels of seniority.
- Ability to listen and reflects to ensure own understanding of others feedback.
- An ability to work both independently and as part of a team, taking initiative and exercising sound judgement in resolving matters that may arise as part of normal daily work. This includes taking a proactive approach and personal responsibility for accurate and timely completion of work.
- Well-developed organisational and project management skills, including the ability to deliver in scope, time-critical work under broad direction, within budget, working flexibly and co-operatively in a team.
- A high-level of attention to detail and the ability to work to tight timeframes with broad direction and manage various demands.
- Ability to demonstrate a principled approach to the APS Values and Code of Conduct, acting professionally at all times.
- **Baseline Security clearance** or the ability to obtain clearance (this includes being an Australian Citizen).

The Agency

What we are looking for

- people who are committed to supporting and delivering change in Australian workplaces.
- people who engage with the future direction of the Agency
- flexible and adaptable people to meet immediate needs and future challenges.
- team oriented people who have energy and are determined to succeed.
- people who can make reasonable decisions and exercise judgment.
- people who are open and accountable and of high integrity.

What we offer

We value our staff and encourage our employees to be adaptable and collaborative. Our staff are key to our success. We offer:

- a culture that is committed to achieving results and values innovation
- opportunities to work on agency wide projects and collaborations
- flexible working arrangements and excellent working conditions
- attractive salary packages including generous superannuation and a range of other benefits.

