Dare 2 Share Ministries
Job Description: Associate Salesforce Administrator

DIVISION/DEPARTMENT: Marketing & Communications
REPORTS TO: Director of Marketing
LOCATION: Denver (Wheat Ridge)
TYPE OF POSITION: Full-time, exempt
HOURS OF WORK: Monday through Friday
PAY RANGE: $60K-$65K depending on experience
TRAVEL: Limited, as needed
INTRODUCTORY PERIOD: 90 days

POSITION SUMMARY

The Associate Salesforce Administrator (ASA) supports the day-to-day administration, reliability, and effective use of Dare 2 Share Ministries' Salesforce environment. The ASA helps ensure Salesforce effectively serves staff and ministry operations through responsive user support, sound system administration, accurate data, and consistent platform practices.

The ASA is responsible for user access and permissions, routine data maintenance, reports and dashboards, basic configuration, documentation, testing, and ongoing support across Sales & Service Cloud, Experience Cloud, and Marketing Cloud Account Engagement (MCAE). The ASA also supports Salesforce projects and enhancements by coordinating requirements, testing solutions, documenting changes, and working with Dare 2 Share's third-party Salesforce partner under the direction of the Director of Marketing.

Through dependable administration and continuous improvement of the platform, the ASA helps Dare 2 Share strengthen its use of data and technology to support ministry effectiveness, organizational decision-making, and Gospel impact. To support continued technical growth and increasing platform expertise, dedicated work time will be provided for approved professional development and training related to Salesforce, MCAE, and other relevant platform skills.

TYPICAL DUTIES AND RESPONSIBILITIES

The work examples and competencies listed are illustrative and not exhaustive. Responsibilities will expand as the employee demonstrates proficiency.

Salesforce Administration and User Support – 60%

- Serve as the first point of contact for routine Salesforce questions, access requests, and troubleshooting.
- Administer users, profiles, permission sets, roles, and access according to established guidelines.
- Complete routine configuration, including fields, page layouts, list views, reports, dashboards, campaigns, and related updates.
- Perform data imports, exports, bulk updates, duplicate management, cleanup, and data-quality checks.
- Monitor system alerts, errors, storage, and integration issues, resolving routine issues and escalating when appropriate.
- Maintain clear documentation of system changes, recurring processes, user support, and known issues.

Marketing Automation and Process Support – 20%

- Support routine MCAE administration, including forms, lists, segmentation, campaigns, automation, engagement programs, and troubleshooting.
- Support marketing funnels, campaign tracking, lead routing, constituent engagement processes, and related reporting.
- Test and monitor changes to ensure forms, marketing activity, and constituent data are functioning as intended.

Vendor and Project Support – 15%

- Support Salesforce projects completed by Dare 2 Share's third-party Salesforce partner, including documenting needs, maintaining issue lists, coordinating testing, and communicating updates.
- Test and validate assigned changes prior to rollout, documenting issues requiring correction or additional expertise.

- Coordinate project details and follow-up under the direction of the Director of Marketing.

Learning and Continous Improvement – 5%

- Complete approved Salesforce, Trailhead, MCAE, certification, and related professional development during designated work time.
- Prepare for and pursue approved Salesforce certifications with organizational support, including paid exam fees.
- Apply new skills through appropriately scoped assignments and stay current on relevant Salesforce and MCAE capabilities.
- Identify practical opportunities to improve Salesforce administration, reporting, automation, and user experience.

COMPETENCIES PREFERRED/REQUIRED

- One to two years of Salesforce experience in administration, CRM support, marketing operations, or a related capacity preferred; relevant internship, volunteer, Trailhead, or project experience may also be considered.
- Working knowledge of Salesforce administration, including users and permissions, reports and dashboards, fields, page layouts, list views, and data management.
- Ability to troubleshoot routine user issues, research unfamiliar problems, and exercise good judgment about when to resolve independently or escalate.
- Familiarity with Salesforce Flow, data import tools, duplicate management, MCAE, or NPSP is beneficial but not required.
- Salesforce Certified Administrator credential is preferred but not required at hire; the ASA will be supported in pursuing appropriate certification.
- Strong technical aptitude, problem-solving ability, attention to detail, and curiosity to learn and grow.
- Relational, patient, and service-oriented approach to supporting staff and organizational needs, with clear written and verbal communication skills.
- Ability to manage multiple assignments, follow established priorities, document work, and communicate progress and roadblocks.
- High level of integrity and discretion when handling constituent, donor, financial, and organizational information; nonprofit, church, ministry, marketing, or fundraising experience is beneficial.

PROFESSIONAL DEVELOPMENT

- Dare 2 Share will provide designated work time for approved online Salesforce and MCAE learning.
- Training may include Salesforce Trailhead, certification preparation, vendor-led instruction, documentation review, and supervised hands-on assignments.
- Responsibilities will grow as the employee demonstrates sound judgment, technical proficiency, reliable execution, and the ability to work more independently.
- The employee and supervisor will identify learning priorities that support both the employee's development and the ministry's Salesforce needs.

KEY PERFORMANCE INDICATORS FOR THIS POSITION

- Routine access, permissions, login, and user-support requests are handled accurately and promptly.
- Assigned reports, dashboards, campaigns, data updates, and basic configurations are completed accurately and documented clearly.
- Issues that exceed the employee's experience or authority are identified and escalated appropriately.
- Testing and issue documentation for vendor-supported projects are organized, complete, and useful.
- The Director of Marketing is increasingly relieved of routine Salesforce support and detailed project follow-up.
- The employee demonstrates steady growth in Salesforce, MCAE, reporting, automation, and platform-support skills.

FAITH AND MINISTRY ALIGNMENT

The applicant selected for this position must fully concur with the Dare 2 Share Ministries Statement of Faith, fully support the expressed purpose of Dare 2 Share, model the ministry's core values, and agree to abide by the Dare 2 Share code of conduct.