

**CETERA FINANCIAL GROUP
JOB PROFILE**

JOB TITLE:	Salesforce.com Administrator/Programmer		
Job Family:		Job Code:	
Department:	Information Technology	Reports To:	IT Manager
FLSA Status:		Location:	El Segundo, CA
Market Point Range:		ICP Range:	
Date Completed:	July 21, 2010		

POSITION SUMMARY	<p>As the Salesforce.com Administrator / Programmer you will drive the implementation of Salesforce.com and its utilization. Primary duties include working with business leaders to understand their requirements, proposing solutions that meet their needs and implementing the solutions. You will also serve as the primary point of contact for recruiting, sales, customer service, marketing and operations that require maintenance, configuration, and reports. The ideal candidate will have the flexibility to work in a dynamic environment and the ability to wear multiple hats is expected.</p> <p>We are a financial services company so adoption of all the policies, procedures and controls required of a larger organization is mandatory. This will include the need to document the support needs into a "run book".</p>
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PRINCIPLE RESPONSIBILITIES	<ul style="list-style-type: none"> ▪ Manage the Salesforce.com CRM application. ▪ Maintain the functional areas of data management, sales forecasting, contacts, leads, campaigns, opportunities, quotes, dashboards and reports. ▪ Maintain user roles, security, profiles, workflow rules, etc. ▪ Responsibilities include design business process, rapid user interface configuration, user provisioning, data transfer and cleansing, report / dashboard design, user training, documentation and marketing campaign support. ▪ Design and implement sales force automation. ▪ Maintain system metrics to track trends in usage and data integrity ▪ Identify usage problems and craft technical / communication plans to remedy. ▪ Participate in cross-functional teams that address strategic business issues involving CRM, marketing, and sales operations.
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KNOWLEDGE, SKILLS AND ABILITIES	<ul style="list-style-type: none"> ▪ 2+ years experience implementing and configuring Salesforce.com ▪ Formal Salesforce.com training ▪ Bachelor's degree preferred ▪ Excellent verbal and written communication skills ▪ Excellent interpersonal skills with a demonstrated ability to work in a team-oriented sales-driven, metric-intensive environment ▪ Ability to translate customer requirements into specifications ▪ Ability to blend technical, operational, sales and marketing requirements into a well run CRM system ▪ Proficient in SharePoint site administration ▪ Fluency in Microsoft Office applications ▪ Excellent time management skills, ability to multitask, and propensity to handle urgent interrupts with poise, professionalism and a sense of humor ▪ Business acumen including a good sense of how a CRM application can be utilized to improve business processes, marketing processes and the bottom line
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ADDITIONAL INFORMATION	<ul style="list-style-type: none">▪ Does the incumbent in this position have direct accountability for staff supervision/management? No▪ Does the incumbent in this position have budget accountability? No▪ Is travel expected to perform this job? No
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