



HISPANIC SCHOLARSHIP FUND

Position: Analyst, Salesforce Data
Reports to: Chief Development Officer
Location: Gardena, CA

Who We Are/What We Do

Founded in 1975, the Hispanic Scholarship Fund empowers Latino families with the knowledge and resources to successfully complete a higher education, while providing scholarships and support services to as many exceptional Hispanic American students as possible. HSF strives to make college education a top priority for every Latino family across the nation, mobilizing our community to proactively advance that goal – each individual, over a lifetime, in every way he/she can. HSF also seeks to give its Scholars all the tools they need to do well in their course work, graduate, enter a profession, excel, help lead our nation going forward, and mentor the generations to come. As the nation's largest not-for-profit organization supporting Hispanic American higher education, HSF has awarded over \$500 million in scholarships and provides a range of impactful programs for students, HSF Scholars, Alumni, and parents. For more information about the Hispanic Scholarship Fund, please visit HSF.net

Job Description

The Salesforce Data Analyst will provide support to the development team; responsible for managing and maintaining Constituent Relationship Management based on Salesforce.com. In addition, this position will be involved in the strategic development and integration of various Salesforce functionalities and increasing fundraising workflow efficiencies.

Job Requirements

Primary Responsibilities:

- General database system administration including day-to-day data entry, configuration, data loads, training, support, maintenance, and overall operations of Salesforce.com
- Provide continuous monitoring and metrics of system usage and data quality
- Analyze existing database to identify existing trends and provide recommendations for future developments

Salesforce

- Develop dashboards, reports, workflows, approval processes, and complex formula fields, as well as enter data
- Identify growth strategies and new opportunities in Salesforce that will optimize, consolidate and simplify business processes within the organization
- Design, code, and implement Salesforce.com features such as cases, creation of custom objects, workflows, email alerts and templates, and campaigns

Development

- Manage the donor database (Salesforce);
- Work with Development and Marketing leaders to create custom dashboards and reports
- Execute projects throughout the fiscal year to identify trends and drive strategy across the team
- Provide insight into the development team's year-over-year performance and identify potential threats to the organization's financial sustainability
- Analyze development data to forecast outcomes and assess risk
- Track financial donor activity, run reports and analyze data in regards to donor giving;
- Coordinates the regular reporting on progress of fundraising for sustainability initiatives and makes recommendations to the Financial Development team based on analysis, considering demographics, donor patterns of giving and other KPIs as requested.

Collaborative

- Work with internal user communities to provide best practices on Salesforce, including training, documentation, and support materials

Additional Responsibilities

- Perform additional duties and responsibilities, as required

Qualifications

Education/Experience

- BA or BS from an accredited University
- 3-5 years of experience as a Salesforce database Administrator
- Salesforce.com Administrator certification is a plus

Hands-On Expertise

- Proven experience defining and improving processes and procedures
- Proven ability to function effectively in a fast-paced environment with competing priorities and deadlines

Critical Attribute

- Must be self-motivated and possess the ability to execute with minimal direction.
- Strong analytical and project management skills required
- Ability to interact professionally with a diverse group of fellow team members, executives, managers, and subject matter experts
- Agile development methodology and experience with systems analysis and design
- Ability to prioritize, handle multiple tasks/projects, juggle changing deadlines, provide structure to team, and meet deadlines
- Ability to solve problems, while prioritizing project needs

Professional Skills

- Effective and excellent communication (written and verbal) and interpersonal skills
- Outstanding organization skills, strong listening skills, and attention to detail
- Ability to maintain confidentiality of work-related information and materials
- Basic understanding of SQL and ability to write simple SQL queries
- Ability to map business processes, diagram data flows, and gather and use business intelligence
- Experience with CRM, CMS, sequel, and end user training documentation

Technical Expertise

- CRM administrative tasks such as creating users, workflows, reports, dashboards, tasks, etc.
- Experience with HTML, CSS, and JavaScript

Additional Requirements

- Flexible to work weekends and/or extended work days, as required

Other Criteria

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position requires:

- Constant sitting or standing
- Some walking around
- Occasionally lifting no more than 10 lbs.

To Apply: email resume and cover letter to employment@hsf.net

Equal Opportunity Employer