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Position: Salesforce and Website Manager
Reports to: Advancement Director

Date: February 2024
FLSA: Exempt

Salesforce and Website Manager Job Description

The Trail Conference is seeking a Salesforce and Website Manager, responsible for the overall administration and support for our website and customer relationship management (CRM) system-- Salesforce. This position works with our staff, volunteers, and our technology team to manage the website and Salesforce database. The position is expected to be full-time and based at our Mahwah, NJ headquarters. This is a hybrid, work-from-home position with a physical presence in the headquarters at least once a week with the ability to be present in-person on an as-needed basis.

Position Overview:

The successful candidate will possess the following attributes:

- Possess 3 years+ experience with the Drupal website development platform.
- Possess 3 years+ experience and extensive training in the administration and maintenance of the Salesforce CRM platform, particularly for the uses of a nonprofit organization.
- Possess experience with non-profit fundraising teams/operations.
- Serves as the go-to person for the back-office users. The candidate should be an advocate for the website and Salesforce within the organization and help to appropriately expand its use.
- Ensures data quality and content is paramount and works to maintain a clean and unfettered website and database.

CRM Duties:

- Administer and maintain the Salesforce database, ensuring consistent and accurate data delivery.
- Maximize the use of Salesforce to improve efficiency and productivity of system users.
- Develop best practices and user guides.
- Assist members of the Trail Conference with the administration and maintenance of the Engaging Networks Digital Engagement Platform Salesforce plugin which our teams run mass communications, event management and donation transactions through.
- Work with all facets and members of the Trail Conference Team as a champion and trainer to ensure Salesforce is understood by new and existing users and help the system to grow and evolve.
- Provide support and training for staff and volunteers in data entry and management.
- Stay apprised of and ensure the Trail Conference is practicing best practices with data management.

Website Duties:

- Serve as webmaster for our production and staging server.
- Work with site hosting and support providers to identify and resolve issues.
- Monitor logs daily and investigate and resolve anomalies.
- Administer configuration management.
- Monthly assessment report and summary.
- Server and site maintenance including scheduled backups and conduct periodic test recoveries.
- Maintain current security updates, Linux service updates, and software stack updates.
- Monitor server and site health and performance using hosting provider tools.

General Duties:

- Serve as the project manager for upgrading our website and overseeing the planning and implementation of an enterprise-wide GIS system that integrates with our Salesforce platform.
- Assess various options for optimizing and customizing the system to help the system grow and evolve.
- Manage 3rd party issues and integrations such as mail, Drupal commerce, and payment processing.
- Other tasks as assigned.

Qualifications:

- Strong knowledge of Web/CRM/Databases, particularly important is extensive knowledge of Drupal and Salesforce platforms.
- Previous experience in an end-user technical support role.
- Previous experience with non-profit fundraising operations is desired.
- 3 years+ of Drupal/WordPress CMS administrative experience.
- Background with CSS, HTML, or query writing in SQL a plus.
- Bachelor's Degree preferred (with demonstrated experience in business administration, information systems, and/or computer science).
- Proven customer service orientation combined with excellent business analysis and problem-solving skills.
- Ability to work independently and with people of varying technical skills.
- Possess creativity, initiative and excitement about the possibilities of the Web/CRM management.
- Strong written and verbal communication to effectively communicate complex concepts.
- Quick, analytic thinker.

Work Environment

Based in Mahwah, New Jersey, this is a full-time position beginning immediately. It offers a full-time, competitive salary with health and retirement benefits and opportunities for learning.

While work performed at the Trail Conference's headquarters is preferred, hybrid work arrangements may be used to allow staff members to fulfill some or all their duties from an off-site location. Enabling remote and hybrid work is a strategic business decision, in addition to being a benefit for staff members, and is consistent with the Trail Conference's culture, including:

- Creating a highly engaged, equitable, diverse, and inclusive workforce.
- Attracting and retaining staff members by providing a work environment that is supportive, productive, and flexible.
- Sustaining a highly collaborative culture.
- Fostering an environment for continued productivity, improvement, and excellence.
- Empowering decisions that prioritize both business needs and staff member preferences.
- Reducing our environmental impact and aligning with the organization's sustainability goals.

For these reasons, we encourage the use of remote and hybrid work arrangements and flexible scheduling when appropriate and when in alignment with the needs of the teams. Approval for such arrangements is granted at the discretion of the Trail Conference management and is subject to ongoing and periodic review. The determination of staff member eligibility for remote and hybrid work will be made in accordance with the organization's Hybrid Work Policy and the needs of the organization.

The Trail Conference believes that the joys of nature belong to everyone, regardless of race, ethnicity, gender, gender identity, age, disability, national origin, or religion. We pledge to uphold equality in our hiring and employment practices and to create an environment where everyone, from any background, can do their best work.

Compensation

The salary range is between \$68,000 and \$78,000 and commensurate with experience. The Trail Conference proudly provides a full range of benefits including employer subsidized health care, matching 403(b), complimentary membership, eighteen+ paid vacation days, nine paid sick days, and twelve paid holidays.

Application:

To apply, please submit the following items via email attachments (start all file names with your last name) to jobs@nynjtc.org, subject line: *Salesforce and Website Manager: "Your Last Name"*. All application materials will be kept confidential.

1. A professional resume.
2. A cover letter addressing your interest and qualifications.
3. Contact information for three references.

This position is available until filled. Candidate interviews will begin immediately and continue until an offer is made. No calls, please.

Employment Opportunities

The New York-New Jersey Trail Conference provides equal opportunities to all employees and applicants for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability, veteran status, or any other protected category under federal, state, and local law. We pledge to uphold equality in our hiring and employment practices and to create an environment where everyone, from any background, can do their best work.

About Us

For more information about the New York-New Jersey Trail Conference, please visit <https://www.nynjtc.org/about-us>