

Position Description – CRM Project Manager

The Salesforce CRM Project Manager, will be responsible for overseeing and managing the implementation, customisation, and optimisation of Salesforce CRM solutions. This role requires a strategic thinker with excellent project management skills, a deep understanding of Salesforce, and the ability to collaborate with cross-functional teams and external vendors.

Responsibilities

Project Planning and Execution:

- Develop and execute comprehensive project plans for Salesforce CRM implementations, ensuring timely delivery and meeting project objectives.
- Collaborate with stakeholders and vendors to define project scope, goals, and deliverables.
- Monitor project progress, identify and mitigate risks, and provide regular updates to the leadership team.

Salesforce CRM and Data Management:

- Lead the configuration and customisation of Salesforce CRM based on business requirements.
- Support the development of Marketing Automation and Data Insights strategy and roadmap.
- Supporting the business in the delivery and implementation of enterprise data management activities, oversee the data quality control process, and record management including archiving and curation.
- Work closely with developers and administrators to implement and test custom solutions.
- Ensure the alignment of Salesforce capabilities with organisational needs.

Vendor Management:

- Serve as the primary point of contact for external vendors and consultants, overseeing their activities, managing contracts, and ensuring deliverables are met.
- Define vendor expectations, establish clear communication channels, and monitor vendor performance to ensure alignment with project requirements and KPIs.
- Conduct regular vendor reviews, address performance issues, and implement corrective actions as needed to optimise vendor relationships and project outcomes.

Stakeholder Collaboration:

- Engage with key internal stakeholders, including, marketing, customer engagement, and IT teams, to understand their needs and requirements.
- Foster strong relationships with business units to ensure successful project outcomes.

Team Leadership and Collaboration:

- Foster a collaborative and high-performance team culture.
- Provide mentorship and guidance to team members.

Quality Assurance:

- Implement and oversee quality assurance processes to ensure the integrity and functionality of the Salesforce CRM system.

Training and Support:

- Develop and deliver training programs for end-users to maximise adoption and proficiency in using Salesforce.
- Provide ongoing support to end-users and address any issues or concerns promptly.

Qualifications and requirements

- Bachelor's degree in Business, Information Technology, and/or Project Management certifications or
- 3 to 5 years' experience working in a similar role or field.
- Salesforce Administrator and/or Platform App Builder certification.
- Proven experience as a Project Manager focusing on CRM implementations and process improvements.
- Experience with building marketing automation and data insight.
- Strong understanding of Salesforce best practices, capabilities, and limitations.
- Excellent communication, leadership, and interpersonal skills.
- Demonstrated ability to work collaboratively across teams and functions to achieve common goals.
- Ability to prioritise and manage multiple projects simultaneously.
- Strong written and oral communication skills.