



Position Description – Senior Salesforce Manager

Position Details

Position Title:	Senior Salesforce Manager
Position Number:	TBC
College/Portfolio:	Operations
School/Group:	ITS
Campus Location:	Based at the City campus, but may be required to work and/or be based at other campuses of the University.
Classification:	HEW 10A
Employment Type:	Continuing
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise with more than 96,000 students and close to 10,000 staff globally. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo, two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

College/Portfolio/Group

The Operations Portfolio enables an integrated, enterprise wide delivery for best practice student and staff experiences.

The Portfolio incorporates the following business units: Enterprise Projects and Business Performance (EPBP), Communications, People, Information and Technology Services (ITS), Office of the Chief Operating Officer, Procurement and Vietnam Operations.

The Portfolio houses significant drivers and delivery components across the staff and student journeys and enables the overall experience for both groups. The Portfolio is integral in bringing the RMIT strategy to life, across the globe. Each of these functions supports the global operations of the University both directly as well as through its controlled entities.

The Information Technology Services (ITS) function, provides RMIT University with current and emerging Technology systems and services. Our vision of "unleashing technologies to enable great experiences for RMIT communities" supports a proactive and leading-edge technology ecosystem, mindset and delivery empowering the advancement of the University's commitment to advancing Lifelong Learners.

Position Summary

The Senior Salesforce Manager leads RMIT's Salesforce agile delivery capability, driving continuous enablement of the university's strategic journey through our Salesforce platform and integrated ecosystem.

You will lead an established team of Salesforce Developers, fostering a culture of product ownership and a product-led mindset. The focus is on empowering the team to deliver impactful solutions, leveraging existing Salesforce capability and institutional knowledge.

As the Salesforce Technical Product Owner, you will set the vision and be accountable for executing the Salesforce roadmap, ensuring delivery aligns with the goal of achieving a 360-degree view of Person and Student. You will champion product-led delivery, prioritizing user outcomes, iterative improvement, and measurable value.

The role requires deep expertise in Salesforce architecture, integration, and development, combined with proven leadership, influencing skills, and a strong product vision. You will work in partnership with vendors, business owners, and other Salesforce teams across RMIT, driving collaboration and innovation to maximise the value of our Salesforce ecosystem.

Reporting Line

Reports to: Associate Director, Education Technology Products

Direct reports: 5 - 20

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Accountable for the overall Architecture of the platform, frameworks, governance and development activities
- Accountable for the design and implementation of technology solutions within the Salesforce platform including Services Cloud, Sales Cloud and Marketing Cloud as well as related technologies
- Defines the Salesforce implementation roadmap and delivers the execution of the roadmap, aligning distributed Salesforce capabilities across the organisation towards a common vision of 360 view of Person/Student.
- Defines Governance practices, forums and standard with respect to the Salesforce platform
- Works across RMIT to design, implement and optimise integration that further enhance the Salesforce platform eco-system
- Leads a group of Developers and QA/Functional Analysts and Support Engineers, working in a CI/CD DevOps oriented environment, following a configuration-as-code mindset and leading a team to work in an Agile, fast-paced environment
- Lead a range of initiatives including projects implementing new features, continuous enhancements and platform improvement related work
- Act as Salesforce Product Owner, grooming, prioritising and delivering the Salesforce backlog of business capability and platform related work
- Provide estimates on development work for new initiatives
- Lead the implementation of RMIT's shift-left approach to security in Salesforce
- Leverage platform best-practices, set standards, tools, frameworks, championing peer reviews to ensure our products meet the business requirements, provide a superior user experience and further contribute to the maturity and robustness of our platforms
- Be a champion of DevOps CI/CD practices, leveraging automation in environment management, development, unit testing and release work.
- Prepare releases to our non-production and production environments, ensuring quality of deployment and working together with the Salesforce Release Manager to enable a streamlined and efficient release cycle
- Develop good quality, useful documentation of the designs and solutions implemented
- Participate and enrich RMIT's Software Engineering Community of Practice, sharing knowledge, tools and artefacts to further improve our Development capability

Key Selection Criteria

1. Task Strong experience in leading a Salesforce capability in a large-scale organisation, with 5+ years' experience leading, designing, implementing and supporting Salesforce solutions including delivery of customer-facing interfaces

2. Senior Leader, with demonstrated experience leading a Salesforce roadmap to achieve business transformation
3. Experienced Agile Leader, championing modern software engineering practices and ways of working
4. Fluent in Apex, and extensive experience developing custom Apex Classes and Apex Triggers
5. Good hands-on knowledge of Process builder, Flow, Workflows, Approvals, Visual Force Pages, SOQL & SOSL, Data Loader, Lightning Component Framework, Lightning Web Components, Salesforce Lightning Design System and Lightning App Builder
6. Advanced knowledge of Salesforce Sales/Service Cloud/Marketing & other related products.
7. Solid understanding of Salesforce architecture and engineering best practices, including integration, source control, branching, merging and release cycles
8. Experience in Higher Education Data Architecture (HEDA) model will be considered highly advantageous
9. Experience designing & implementing custom APIs and Mulesoft integration
10. Excellent communication skills, both written and verbal
11. Demonstrated experience in problem solving, ideation, running experiments, testing and user research
12. Have a pragmatic user-centred mindset that balances UX best practice with the need to deliver in a fast-paced agile environment

Qualifications

Tertiary qualifications in Information Technology, or equivalent experience.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

Endorsed:	Signature: Name: Yvonne Williams Title: AD, Education Technology Products Date: 30 May 2023	Approved:	Signature: Name: Luciana Bitelman Title: Director, Arch. & Software Engineering Date: 30 May 2023
------------------	--	------------------	--