

Position Description

Position Title:	Salesforce Specialist	Position Number:	POS852
Reports To:	Group Manager – Fundraising & Philanthropy	Location:	The Hub
PD Number:	PDPE017	Classification:	Band 6

Organisation Overview

Launch Housing is passionately committed to achieving our vision of ending homelessness and providing a strong focused voice on homelessness driven by our values; empowering, adaptable, courageous and caring.

We are Melbourne's largest independent secular specialist homelessness organisation and the 'go to' organisation on homelessness for government, media, philanthropy, supporters and the community.

From providing high quality housing and an innovative range of support, education and employment services, we bring solutions to homelessness under one roof for thousands at risk of, or experiencing the crisis and trauma of homelessness. Clients are at the centre of everything we do and are actively and meaningfully involved in the design, delivery and evaluation of services as well as our policy development, public advocacy and fundraising.

Through partnerships, research and evidence-based approaches, we will continue the tradition of pioneering new methods and fresh ways to develop solutions at scale, and to make Melbourne a world leading city in ending homelessness.

Launch Housing is an Equal Opportunity employer and supports accessible working arrangements for all. This includes people with a disability, Aboriginal and Torres Strait Islanders, culturally, religiously and linguistically diverse people, young people, older people, women, people with a lived experience of homelessness and people who identify as lesbian, gay, bisexual, transgender, gender diverse, intersex or queer.

To find out more, visit our website at launchhousing.org.au.

Position Overview

The Salesforce Specialist provides specialised Salesforce administration, governance, optimisation and continuous improvement support for Launch Housing. Positioned within the Partnerships & Engagement team, the role works with stakeholders to ensure the platform effectively supports fundraising, philanthropy, partnerships, marketing and supporter engagement, while maintaining high-quality data, efficient processes and reliable reporting. Working under limited direction and within established strategies, policies, architecture and delegations, the Salesforce Specialist provides specialist advice to managers and stakeholders and translates business requirements into practical system solutions. The role exercises initiative and professional judgement in platform configuration, data governance, security, integrations, automation, reporting and release management, with guidance available for complex or unusual matters.

A key priority in the first year will be supporting Launch Housing's implementation of Salesforce and transition from Microsoft Dynamics 365. This includes coordinating requirements, contributing to data migration governance and solution assurance, supporting testing and business-process improvements, and developing user adoption and change resources. Working with internal stakeholders, implementation partners and vendors, the role will assess options and risks, provide specialist recommendations, monitor assigned deliverables and support the successful establishment of Salesforce as Launch Housing's core supporter relationship management platform.

The Salesforce Specialist contributes functional expertise by maintaining platform governance, standards, controls and operating procedures; coordinating the work of vendors and implementation partners; and supporting the capability of users and super-users. The role contributes to the Salesforce roadmap and identifies practical opportunities to improve organisational processes, supporter experiences and relationship-management practices through technology, automation



and data insights. Through this work, the position helps ensure the platform remains secure, reliable, compliant and aligned with approved organisational priorities.

Launch Housing Leadership Framework

At Launch Housing, we believe that leadership is not defined by position or title – but by the mindset you bring and the actions you take. We also believe that leadership is learnable – that there is a body of knowledge, skills and dispositions associated with leadership that can be learned. The Launch Housing Leadership Framework outlines the key expectations and behaviours required for effective leadership at every level. This role is aligned to the Leading Others proficiency level within the framework, reflecting the responsibility to guide and support teams, foster collaboration, and create a high-performing and inclusive environment that drives positive outcomes.

Key Outcomes

Salesforce Implementation and CRM Transformation

Success will look like:

- Supports the implementation and rollout of Salesforce across Launch Housing, working with the implementation partner, and other key stakeholders.
- Supports the transition from Microsoft Dynamics 365 (D365) to Salesforce, ensuring business requirements are understood and incorporated into solution design.
- Participates in user acceptance testing and issue resolution to support a successful platform launch.
- Leads the delivery of training materials, user guides and support resources that promote user confidence and adoption.
- Works collaboratively with stakeholders and implementation partners to ensure Salesforce is embedded effectively into organisational processes.

Salesforce Administration, Support and Governance

Success will look like:

- Leads the maintenance of Salesforce as a secure, reliable and well-governed platform that meets organisational needs.
- Oversees user accounts, permissions, security settings and system configurations are managed accurately and in line with governance requirements.
- Oversees user support requests to ensure they are resolved in a timely and professional manner, with a focus on positive user experience.
- Leads the documentation and effective implementation of configuration changes, releases and enhancements.
- Establishes and maintains current system documentation, procedures and knowledge resources.
- Identifies and implements opportunities for automation and process improvement to improve efficiency and user experience.

Reporting, Data Quality and Continuous Improvement

Success will look like:

- Salesforce effectively supports fundraising, philanthropy, partnership and marketing activities.
- Reports and dashboards provide timely insights into fundraising performance, donor engagement, pipeline management and campaign outcomes.
- Supporter data is maintained to a high standard of accuracy, completeness and integrity.
- Stakeholders are supported to use Salesforce to strengthen supporter relationships and inform decision-making.
- Configuration changes, releases and enhancements are documented and implemented effectively.
- Opportunities to improve fundraising processes, automation and supporter journeys are identified and implemented.



Collaboration, Culture & Organisational Contribution

Success will look like:

- Actively engaging in continuous improvement within your team and across the organisation.
- Building and maintaining strong, respectful relationships with colleagues, clients, and external partners.
- Behaving in accordance with all Launch Housing policies and procedures, including the Code of Conduct and Child Safe Code of Conduct.
- Translating Child Safe Standards into day-to-day practice to ensure a child-safe environment is maintained at all times.
- Contributing to a safe, inclusive and supportive workplace where everyone feels valued, respected and heard.
- Demonstrating professionalism, empathy and discretion in all work-related interactions.
- Handling personal and organisational information with care, confidentiality and integrity.
- Sharing knowledge and supporting the capability and development of others across the organisation.
- Participating in organisational initiatives, working groups or projects aligned with Launch Housing's values and strategic goals.
- Undertaking other duties as required, aligned with organisational priorities and operational needs.

Position Characteristics

Skills, Knowledge, Experience, Qualifications and/or Training

Ongoing training not necessarily required in this position, however incumbents must keep up to date with legislative changes and governmental regulations related to role. This position requires the following:

- Extensive specialised knowledge related to the work area
- Extensive knowledge of work practices and policies relevant to the work area
- Extensive knowledge of statutory requirements relevant to the workplace
- Extensive knowledge of their workplace function and operation
- Extensive knowledge of administrative practices and procedures
- Working knowledge of wider organisational structures and functions

Organisational Relationships

Level of Supervision

The position is generally not supervised, unless undertaking specialised or complex responsibilities.

Level of Direction

Works under limited direction.

Availability of Assistance

Assistance available on complex or unusual matters.

Extent of Authority

Level of Management Responsibility

Nil – this is an independent role working in a specialist area, providing expert advice to others.

Involvement in the Development or Creation of Work Practices and Procedures

Involvement in establishing operational procedures which impact work activities, outcomes and operational activities.

Involvement in the Preparation of Budgets and Financial Reporting

Employees at this level will be required to assist in the preparation of, or prepare the organisation's budget.



Freedom to Act

Employees adhere to established work practices. However, they may be required to exercise initiative and judgment where practices and direction are not clearly defined.

Monitoring of Work Outcomes

Work outcomes are generally not monitored directly, however someone in this position would be expected to report back to their manager.

Provision of Assistance

This role may provide some assistance to lower classified employees.

Problem Solving

Solutions to problems may require the exercise of some judgment, with guidance generally being found in procedures, precedents and guidelines.

Key Selection Criteria

- Salesforce Specialist Certification, with additional Salesforce certifications being highly desired.
- Demonstrated experience administering Salesforce in a medium to large organisation.
Experience supporting system implementation, enhancement or digital transformation projects.
- Strong understanding of data quality, governance and information security principles.
- Experience providing user support, training and stakeholder engagement.
- Strong analytical and problem-solving skills.
- Experience supporting CRM migrations, particularly from Microsoft Dynamics 365 to Salesforce.
- Experience with Salesforce Nonprofit Cloud.
- Experience with integrations, data migration and vendor management.
- Demonstrated ability to manage competing priorities and work collaboratively across teams.
- Understanding of, or a demonstrated commitment to upholding, Child Safe Standards in the workplace.
- Strong communication and interpersonal skills, with the ability to engage effectively with people from diverse backgrounds.
- Demonstrated commitment to the values of Launch Housing and our mission to end homelessness.

