Job Description

Salesforce Analyst

Department	Fundraising and Technology
Reports to	Salesforce Platforms Lead
Direct Reports	Nil
Grade	Grade 6
Status	Full time, 6 month, Fixed-term contract
Location	Greenpeace's normal places of business and/or employee's home (subject to role demands)
Last reviewed	October 2026

Role Purpose

The Salesforce Analyst provides user support, issue management, reporting and operational coordination for Greenpeace Australia Pacific's (GPAP)'s Salesforce platforms, with a primary focus on Salesforce Nonprofit Cloud and its integrated applications.

Reporting to the Salesforce Platforms Lead, the role manages Salesforce support requests raised through Asana, investigates user issues, coordinates their resolution with external delivery partners and ensures timely communication with stakeholders. The Salesforce Analyst works closely with Fundraising, Programs and Finance teams to understand their needs and translate them into clear requirements for Salesforce improvements.

An initial priority for the role is to stabilise Salesforce Nonprofit Cloud operations, resolving post-implementation issues, improving reporting and strengthening internal user capability.

Working closely with the AI & Data Platforms Lead and MarTech Platforms Lead, the role also investigates data quality and integration issues across Salesforce and connected applications, including HubSpot. The Salesforce Analyst collaborates with internal teams and external delivery partners to identify root causes and coordinate resolution.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the
Trust and Respect	

Values People	earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key Metrics
Platform Support and Governance
Platform Adoption
Vendor & Partner Coordination
Data Integration & Quality
User Experience & Reporting
Service Delivery & Continuous Improvement

Role Responsibilities	
Platform Support and Governance	
Key Metric	**How Success is Measured**
Effectively coordinated Salesforce administration and configuration requests, ensuring changes were appropriately documented, tested and implemented in accordance with approved standards.	• Investigate Salesforce user access issues, including roles, permissions and data visibility, and coordinate resolution with external delivery partners. • Gather and document requirements for changes to Lightning record pages, page layouts, apps and other Salesforce features. • Coordinate testing and validation of approved platform changes and releases, ensuring changes meet business requirements. • Identify configuration inconsistencies and recommend improvements to the Salesforce Platforms Lead. • Follow established change management, privacy and security procedures.
Platform Adoption	
Key Metric	**How Success is Measured**

Supported staff to use Salesforce confidently and effectively through responsive assistance, practical guidance and accessible documentation.	• Provide direct support to Salesforce users across Fundraising, Finance, Engagement and other business teams. • Translate complex technical issues into clear, practical explanations for non-technical users. • Support onboarding and training for new users, including role-specific guidance. • Develop and maintain user guides, FAQs and knowledge resources. • Identify recurring user difficulties and recommend improvements to platform usability, configuration and training.
Vendor and Partner Coordination	
Key Metric	**How Success is Measured**
Effectively coordinated Salesforce support requests and technical issues with external delivery partners, ensuring timely resolution and clear communication with stakeholders.	• Investigate and document Salesforce issues raised through Asana, including steps to reproduce, expected outcomes and business impacts. • Liaise with external delivery partners to coordinate issue resolution, configuration changes and enhancements. • Track progress of assigned issues, follow up on outstanding actions and escalate delays or critical issues to the Salesforce Platforms Lead. • Coordinate user acceptance testing and validation of fixes and enhancements before closing support requests. • Maintain accurate issue records and communicate progress and outcomes to affected users.
Data Integration and Quality	
Key Metric	**How Success is Measured**
Accurately investigated and documented issues, resolving or escalating them promptly to support data reliability across Salesforce and connected applications.	• Investigate data discrepancies, missing records, synchronisation failures and other data quality issues. • Support troubleshooting of integrations between Salesforce and connected applications, including HubSpot. • Trace issues across business processes and systems to identify probable root causes. • Work with the MarTech Platforms Lead, AI & Data Platforms Lead and external partners to coordinate resolution of integration and data issues. • Perform data validation, reconciliation and quality checks as required.

User Experience and Reporting	
Key Metric	**How Success is Measured**
Delivered reliable reporting and intuitive Salesforce functionality, enabling business teams to access information, make informed decisions and work efficiently.	• Gather requirements for Salesforce reports and dashboards, coordinating their development and maintenance with external delivery partners. • Work directly with business users to understand reporting needs, clarify requirements and validate outputs. • Troubleshoot report accuracy, data visibility and dashboard access issues. • Gather user feedback and identify opportunities to simplify reporting, navigation and workflows, recommending configuration and usability improvements to the Salesforce Platforms Lead.. • Validate report outputs against source data and work with business teams to resolve discrepancies, ensuring confidence in operational and management reporting.
Service Delivery and Continuous Improvement	
Key Metric	**How Success is Measured**
Achieved timely resolution of Salesforce support requests, conducted effective root-cause analysis and continuously improved platform operations.	• Manage Salesforce support tickets through Asana, including triage, prioritisation, assignment, progress tracking and closure, ensuring timely resolution in collaboration with external delivery partners. • Investigate problems thoroughly, identifying underlying causes rather than addressing symptoms alone. • Escalate complex issues with sufficient diagnostic information to enable efficient resolution. • Maintain accurate documentation of incidents, resolutions and recurring problems. • Support the Salesforce Platforms Lead in maintaining the operational backlog and identifying opportunities for continuous improvement.
Compliance with Framework Conditions	
Key Metric	**How Success is Measured**
Compliance with Greenpeace policies, integrity standards and applicable organisational controls.	• Abide by GPAP Code of Conduct and related Integrity Policies. • Ensure personal and professional activities do not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Chief Operating Officer). • Handle supporter and organisational information in accordance with GPAP's privacy, security and data governance requirements.

Role Requirements

Knowledge

- Salesforce Certified Administrator (desirable).
- Relevant qualifications in information technology, information systems or business, or equivalent professional experience.
- Strong practical knowledge of Salesforce administration, including user management, roles, profiles, permission sets and access troubleshooting.
- Strong knowledge of Salesforce reporting and dashboards, including report types, filters and data visibility.
- Understanding of Lightning pages, page layouts and Salesforce apps, with the ability to investigate issues and specify configuration requirements.
- Understanding of Salesforce data structures, relationships and data quality principles.
- Working knowledge of integration concepts and data synchronisation between Salesforce and connected applications.
- Familiarity with Salesforce Nonprofit Cloud and nonprofit fundraising processes is desirable.

Skills

- Excellent communication and stakeholder engagement skills, with the ability to explain complex technical issues clearly to non-technical users.
- Strong analytical, investigative and problem-solving skills, with a demonstrated ability to identify root causes and research solutions.
- Excellent attention to detail and a commitment to data accuracy and quality.
- Ability to translate business requirements and user issues into clear specifications for Salesforce configuration, reporting and enhancements.
- Strong organisational skills, with the ability to prioritise competing support requests and work independently.
- Ability to collaborate effectively with internal stakeholders and external technical partners.
- Clear documentation and user training skills.

Experience

Essential

- Minimum three years' experience supporting Salesforce platforms, including user support, issue investigation and coordination of technical resolutions.
- Demonstrated experience supporting Salesforce reports and dashboards, including requirements gathering, troubleshooting and validation.
- Experience investigating Salesforce user access, permissions and data visibility issues.
- Experience investigating Salesforce configuration issues and working with technical teams to implement improvements.
- Experience working directly with business users to investigate and resolve Salesforce issues.
- Experience managing support tickets through a service management or work management platform, such as Asana, and coordinating resolution with internal teams or external service providers.

Desirable

- Experience administering Salesforce Nonprofit Cloud.
- Experience supporting integrated Salesforce environments, particularly marketing automation platforms such as HubSpot.
- Exposure to Salesforce Data Cloud.
- Experience in nonprofit fundraising or supporter engagement.
- Experience working with external Salesforce implementation or managed service partners.

Employee Commitment	
Signature:	Date: