



The Opportunity

Reporting to the Director of Development Operations, the Business Systems Manager, Salesforce (BSM) is an integral part of the Development team at the National Office of Reach Out and Read. The BSM is highly skilled both technically and interpersonally –someone who can manage a complex CRM database and ensure its alignment with National and Affiliate stakeholders through clear and effective training and communication. It is the responsibility of the BSM to establish policies, procedures, and trainings to align the Salesforce CRM database with organizational strategy.

You are an ideal candidate for the BSM role if you can effectively balance compassion for the stakeholders' requests while standing strong to protect data integrity, best practices, and long-term priorities of the organization and the broader team. As the BSM you must be skilled in collaborative project management processes and providing operational support to a wide variety of users.

Key Responsibilities

- **Database Administration and Strategy (55%)**
 - Manage database upgrades, marketing platform integrations, permission and role setting, manual data entry, report customization, bulk data uploads, and technical assistance for regional and national staff in relation to their interaction with the ROR Inc fundraising database (Salesforce CRM).
 - Manage vendor relationships that are key to the successful implementation of our Salesforce CRM and third-party app integrations. In particular, this includes managing the data sync between the online donation processing software (Classy) and Salesforce to ensure a quality sync is maintained, managing the long-standing relationship with our Salesforce developers/advisors (Cloud 4 Good), and, in partnership with Director of Development Operations, maintaining all communication and collaboration with Salesforce and any third-party apps that is integrated with Salesforce.
 - Establish quality and long-standing user adoption for all Salesforce users through dynamic training opportunities and other creative solutions.
 - Work to constantly provide improvements to the database to allow for more workflow automation and user optimization to ensure staff efficiency and data integrity.
 - Attend weekly Development Team Meetings to gather feedback for priority-setting.
 - Utilize problem-solving techniques to troubleshoot requests as they come in from users via ticketing system.
 - Manage national CRM database, Salesforce (Nonprofit Success Pack), including: 1) Provide initial and ongoing training and support to national and affiliate users; and 2) Maintain and create national and affiliate dashboards and reports.
 - Coordinate migration of data when shifts in organizational structure or policies occur.
- **Data Governance Management (5%)**
 - Create and implement industry-standard data governance practices and the documentation of business logic within Salesforce, including maintaining a Salesforce User Manual.
 - Collaborate with the Director of Operations and Business Systems to ensure alignment on data governance practices and data transparency.

- **Data Analysis (20%)**
 - Optimize reports and information management from Salesforce by providing quality control and implementing best practices for all dashboards and reports. Train users to establish good data and reporting protocols.
- **Development Operations Support 20%)**
 - In collaboration with the Development and Administrative Assistant, assist with the following processes:
 - Ensure fidelity and accuracy of data.
 - Send monthly “Devo-Finance Reconciliation” reports generated in Salesforce.
 - Assist Finance (national staff and eCratchit (finance outsourcing) staff) in the reconciliation process and in their general use of Salesforce.
 - Ensure the donor acknowledgement process is supported in Salesforce (either via online gift donation processor or via manual check entry).
 - Maintain data quality and transfer process for synced online donations
 - Team Meetings
 - Maintain dynamic dashboards and key reports used to assess progress toward team goals

Qualifications and Experience

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below:

- Bachelor’s degree or equivalent knowledge or experience.
- 1-3+ years of relevant work experience
- Excellent interpersonal skills
- Experience in CRM database management
- High Level of Proficiency in Excel
- Salesforce Certified Admin and other Salesforce badges are a plus
- Impeccable attention to detail
- Ability to work with all levels of staff and management, both in-person and virtually
- Ability to work both independently and to collaborate as part of a team
- Must have willingness to offer solutions or troubleshoot as issues arise
- Demonstrated willingness to take initiative and handle multiple, daily priorities
- Strong team orientation and ability to work effectively in collaboration with diverse groups of people

Position Specifications

This is a full time, exempt position, with a flexible location. The national center for ROR, Inc. is located in Boston, MA and there are affiliate locations across the country, some of which are directly a part of ROR, Inc. It is preferred that this position be co-located with one of those ROR, Inc. states (WA, OR, OK, WI, GA, NC, SC, VA, DC, MA, CT, NH, VT, NY, NJ) for opportunities to engage in person with other colleagues and teams.

To Apply

Please send your cover letter and resume to jobs@reachoutandread.org. Applications will be reviewed on a rolling basis.

Compensation and Benefits

Salary will be competitive with similar roles at non-profit organizations of a comparable size, and you will also receive a robust benefits package. The salary range for this position is \$60,000 - \$70,000 commensurate with experience. We offer medical and dental insurance, 401(k) retirement plan with match, paid vacation, professional development stipend, and more.

About Reach Out and Read

Founded in 1989, Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. Reach Out and Read's tens of thousands of trained pediatric providers use books as a diagnostic tool during regular check-ups, and teach parents how to engage their child with a book to promote positive parent-child interactions during the rapid brain growth between birth and age five, particularly in economically disadvantaged families who are at risk for adverse outcomes. The daily practice of reading aloud with a parent supports children's literacy and math skill development, their social-emotional development, and prepares them for future success in school. Through its national network of providers, Reach Out and Read is helping to set 4.7 million children a year on a path to a bright future, from birth.

Reach Out and Read is the only national early literacy intervention delivered through pediatric care providers. The program has been the subject of 16 independent studies, the largest body of scientific research for any psychosocial intervention in pediatrics. Research shows that children served by Reach Out and Read are read to more often, enjoy sharing books more, and have better expressive and receptive language skills.

The Impact

- Reach Out and Read program sites are located in more than 6,200 hospitals and health centers in all 50 states, Washington, D. C., and the U.S. Virgin Islands.
- Reach Out and Read serves more than 4.8 million children and their families annually.
- More than 7.3 million new, developmentally appropriate books are given to children annually.
- More than 33,000 medical providers currently participate in Reach Out and Read
- 16 independent studies demonstrate that Reach Out and Read parents are two-and-a-half times more likely to read regularly to their children and, as a result, children's language development is enhanced.

To learn more about Reach Out and Read, visit www.reachoutandread.org.

-----EQUAL OPPORTUNITY EMPLOYER-----

Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. Reach out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your interview or work as a member of our team. If specific accommodations are needed, please notify hr@reachoutandread.org and we will work to accommodate your needs.