PADI | SEEK ADVENTURE. SAVE THE OCEAN.℠

SALESFORCE BUSINESS ANALYST—SALES/SERVICE CLOUD

PADI, the global leader in Ocean Exploration, is searching for a full-time **SALESFORCE ANALYST** to join our team. PADI offers its employees a unique culture centered around an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary and outstanding benefits. We are an amazing company searching for amazing people to join our team!

WHAT IS THE OPPORTUNITY?

The Salesforce Business Analyst ensures that PADI's mission-critical Salesforce CRM platform for respective cloud is optimally deployed, supported and adopted. The Salesforce Business Analyst is part of the Core Systems Team. The Salesforce Business Analyst will work with business users across multiple departments, as assigned, to gather and define business requirements; translate the requirements into user stories, process changes and work flows to solve business problems. The role will work with the business and technical teams and other stakeholders to ensure delivery of high-quality solutions to meet business needs, including ongoing support of the introduction of new features and capabilities. As the Salesforce platform rapidly evolves, this professional will help colleagues across the organization optimize their success with the platform through communications, training, and support services.

This role is responsible for leveraging the Salesforce application to achieve the following:

- Optimize the overall function, efficiency and quality of processes across departments as they transition to; and build upon the respective Salesforce Cloud system
- Improve customer and colleague experience.
- Exemplify and promote the Salesforce platform as a primary driver of technology innovation, transformation and change within PADI.

WHAT WILL YOU DO?

Responsibilities

End-to-end delivery of Salesforce solution, including: working with the Sales and Field Services, Customer Relations, Marketing and Sales Teams and other business users to gather and define business requirements; translate them into user stories and process flows; working with the business and technical teams on functional and technical design and implementation; demos to leadership; user acceptance testing with teams; end-user deployment; adoption and training.

- Support the existing Salesforce Agile process of prioritization of user stories across multiple business processes and stakeholders.
- Understand cross-functional impacts of business requirements to configuration, process, workflow and reporting, and incorporate into user support interactions.
- Perform and / or coordinate UAT testing; work with business and technical teams on defect remediation

- Serve as a point of contact for day-to-day support of the Salesforce platform users: answer questions; help with access and usage requests and needs; identify issues and work with the appropriate parties on remediation
- Help design and execute a broader support model, inclusive of self-service materials/capabilities.
- Provide on-going support for Salesforce evolution; participate in projects as a Subject Matter Expert, to drive product roadmap successfully forward and ensure alignment with PADI's overall Salesforce strategy
- Help maintain and improve the knowledge base and training material accessible by the support team and business users to minimize cases and avoid repeat issue escalation.
- Help to create and maintain custom reports and dashboards for various teams
- Perform basic data uploads in support of maintenance activities, sales campaigns, and activity tracking
- Support enterprise-wide view of platform access/authority; help ensure appropriate policies and practices are in use
- Support requests from Audit, Compliance and other functions for information and assessments of Salesforce platform / product use, and other topics
- Support all approved 3rd party applications used on the Salesforce.com platform
- Provide functional guidance to team members
- Acts as Subject Matter expert in the respective domain

WHAT DO YOU NEED TO SUCCEED?

Requirements

- Bachelor's Degree and/or equivalent Salesforce certifications required
- Salesforce Sales Cloud configuration experience is a plus
- Minimum 5 years of experience between Salesforce configuration and business analysis required
- Minimum 5 years of experience in using and implementing Salesforce solutions
- Minimum 5 years of experience in a related field (sales, CRM/customer relationship management)

Skills and Knowledge

- Salesforce experience within a sales or client support operations
- Salesforce Administrator Certification required
- Have a firm grasp of the Salesforce security & sharing model (OWD, role hierarchy, profiles, permission sets, sharing rules, public groups)

- Understand object architecture and relationship model principles such as parent/child, master-detail/lookup/junction relationships
- Knowledge of SOQL, SQL or similar database query languages
- Passion to improve the client and colleague experience
- Individuals who are passionate about leveraging the Salesforce platform, preference for those individuals with related Salesforce certifications
- Strong analytical and problem-solving skills (identify issues, analyze root causes, structure problem assessments, develop options and recommendations)
- Strong communication and negotiation skills and the ability to interact equally effectively with colleagues across all Lines of Business and functional groups
- Strong attention to details in order to support platform users, maintain in-compliance user system access, and manage other platform risks
- Proven track record in achieving results; ability to coordinate and prioritize concurrent activities within deadline-driven climate
- Ability to work independently and in collaborative teams
- Service-dedicated and solutions-oriented mindset
- Exceptional verbal and written communication skills

Founded in 1966, PADI has grown consistently through our 56 years in business, continually raising the bar for the industry we are all so passionate about. We know who we are as a company but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be "The Way the World Learns to Dive". PADI has certified over 29 million divers during our history, an achievement no other scuba diving agency can claim. We are committed to our purpose to Seek Adventure—Save The Ocean.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and a robust benefits plan.

If this job sounds interesting to you and you meet these requirements described above, we'd like to get to know you! Please submit your resume & salary requirements to jobs@padi.com. To learn more about our company visit us at www.padi.com

Applicants must possess the permanent right to work in the United States.

PADI/Seek Adventure Save the Ocean

California Applicants please note that PADI collects personal information relating to its candidates for employment to manage the recruitment process. The organization is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. To view PADI's CCPA Notice please go to https://www.padi.com/ccpa-notice