Title: Salesforce Administrator
Department: Information Technology
Location: New York, NY/Tampa, FL
Reporting To: Manager, Sales Technology

Job Summary:

As a Salesforce Administrator, you will play a pivotal role at the intersection of technology and sales, working closely with the Sales Technology team and frontline sales professionals. This high-visibility position offers the opportunity to shape how our sales organization leverages Salesforce to drive growth, efficiency, and stronger customer relationships.

In this role, you will not only administer and optimize Salesforce but also act as a trusted partner to sales leaders and end-users, ensuring that their needs are met with intuitive, user-friendly solutions. By enabling seamless collaboration between technology and business teams, you will help streamline processes, unlock valuable insights, and empower our Salesforce to perform at their best.

Your contributions will directly support sales effectiveness and stronger client engagement. This position is ideal for someone who thrives in a team-oriented environment, values user interaction, and is motivated by making a measurable impact on business outcomes.

Job Responsibilities:

1. Administration (~60%)

- Serve as the primary point of contact for Salesforce system configuration, maintenance, and enhancements.
- Manage user setup, roles, profiles, permissions, and security settings.
- Create and maintain page layouts, fields, record types, validation rules, flows, and approval processes.
- Support sales teams with dashboards, reports, and pipeline visibility tools to enable informed decision-making.
- Partner with the Sales Technology team to evaluate new Salesforce features and ensure system alignment with business needs.
- Provide periodic training, documentation, and ongoing support for end-users to improve adoption and usability.
- Environment management (Full, Partial and Dev. sandboxes)
- Management and deployment of configuration change sets
- Manage the deployment of other third-party applications (i.e. DST/SS&C SalesConnect)
- Develop and manage dashboards and reports in Salesforce
- Manage Salesforce Account Hierarchy and Territory Management rules, Execution

2. Coding / Customization (~20%)

- Collaborate with developers and the Sales Technology team for technical solutions beyond declarative (point-and-click) capabilities.
- Maintain and enhance custom objects, Apex triggers, Lightning components, and Visualforce pages where necessary.
- Integrate Salesforce with other systems (e.g., marketing automation, data warehouses using ETL processes) using standard APIs or middleware tools.
- Follow best practices for scalable and maintainable code, ensuring proper version control and documentation.
- Partner with external vendors or internal developers when more complex development efforts are required.

3. Data Management & Quality (~20%)

- Own data integrity across Salesforce, ensuring accurate, clean, and consistent records.
- Design and run data import/export processes, including deduplication (using Cloudingo or Validity), enrichment, and cleansing.
- Monitor data pipelines and resolve discrepancies between Salesforce and integrated systems.

- Salesforce Administrator Certification (ADM 201 or equivalent).
- 3+ years of hands-on Salesforce administration experience in a business-facing role.
- Strong knowledge of Salesforce configuration (profiles, roles, workflows, reports, dashboards, page layouts, record types).
- Proven ability to manage users, security settings, and system permissions.
- Data management expertise, including data import/export, deduplication, and data quality monitoring.
- Strong analytical skills with experience in building reports and dashboards for business insights.
- Experience gathering business requirements and translating them into Salesforce solutions.
- Ability to serve as a liaison between sales teams and technology teams, ensuring user needs are clearly understood and addressed.
- Experience conducting user training, providing documentation, and supporting adoption across business teams.
- Excellent communication skills with the ability to translate technical solutions into user-friendly outcomes.
- Collaborative mindset with experience working directly with sales, operations, or business stakeholders.
- Additional Data management skills
    - Ability to handle Ad hoc data load request
    - Execute scheduled data maintenance

Qualifications

- Experience in project management, Salesforce support, and administration (including third-party integrations such as Marketo, Concur, Zoom, DemandTools/DupeBlocker).
- Salesforce certifications: Sales Cloud, Service Cloud, and Developer; additional certifications (Advanced Administrator, Platform App Builder) are a plus.
- Strong data management skills with working knowledge of SQL, ETL tools, or middleware (e.g., MuleSoft, Informatica, Jitterbit, Dell Boomi) a plus.

- Exposure to custom Salesforce implementations; experience with Apex, Visualforce, and Lightning Components for light coding/customization preferred.
- Proficiency in MS Office, especially Excel (macros, pivot tables, charts).
- Strong organizational, interpersonal, and communication skills, with ability to work independently in a deadline-driven, changing environment.
- (Preferred) Experience supporting sales operations, revenue operations, or business intelligence teams, and partnering with stakeholders to improve sales processes and user experience.
- (Preferred) Background in change management or end-user enablement (e.g., workshops, adoption campaigns, enablement materials).
- (Preferred) Exposure to Sales Cloud and/or Marketing Cloud beyond core administration.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Supervisory Responsibilities: This job has no supervisory responsibilities.

Experience/Education:

- 3 to 5 years of experience required
- Salesforce Administrator certification preferred
- Bachelor's degree in Computer Science or Information Systems preferred
- General knowledge of Salesforce data storage, security model, etc.

Compensation:

If this position will be performed in whole or in part in New York City, the base salary range is $85,000 to 110,000. Individual salaries may vary based on different factors including but not limited to, skills, experience, job-related knowledge, and location. Base salary does not include other forms of compensation or benefits offered in connection with this position.

VanEck is committed to treating all applicants and employees fairly and to providing equal opportunity in compliance with applicable federal, state and local laws. VanEck does not and will not discriminate against any employee or applicant for employment on the basis of race, religion, ancestry, color, gender, gender identity, pregnancy, age, physical or mental disability, national origin, marital status, sexual orientation, citizenship status, covered-veteran or military status, genetic information, and/or any other factor protected by law.