



Senior Salesforce Administrator
Corporate Services Department

Information for applicants for the post of: ***Senior Salesforce Administrator***

Thank you for your interest in the above role. This pack tells you more about Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

Role details:

Job title: Senior Salesforce Administrator

Responsible to: Database Manager

Duration: Permanent

Location: Home-based or hybrid (based in Kinship's Vauxhall Office, London)

Working Hours: Full-time, 35 hours per week (flexible, working minimum of 28 hours/per week considered – pro rata)

Salary: £37405.85 (including London weighting) £34,000 (excluding London weighting)

Direct reports: None

Leave allocation: 24 days annual leave (30 days FTE), plus bank holidays pro rata for part time hours (1 April to 31 March).

About Kinship:

We are Kinship. The leading kinship care charity in England and Wales. We're here for kinship carers – friends or family who step up to raise a child when their parents aren't able to.

We are made by and for our community of kinship carers. Like family, relationships run deep. And we hear their experiences; for too long they have been isolated without the help they need.

We support, advise and inform kinship carers. Connecting them so they feel empowered. Because a child needs the love and warmth of a thriving family.

We develop research, campaigns and policy solutions. Creating positive change across society. Because for kinship families, love alone is not enough.

Through our work we harness frustrations to fuel passion for change. And tough experiences to inspire ideas that transform lives.

And as we see momentum building, we keep using evidence to demonstrate the value of kinship care. Helping kinship carers navigate challenging circumstances. Believing in a child's potential.

Join us. Together, let's commit to change for kinship families.

Purpose of the role:

With over 80 staff members using Salesforce daily, this role is pivotal in providing expert technical support to CRM users and the wider charity.

The Senior Salesforce Administrator is responsible for the day-to-day configuration, support, maintenance and improvement of our Salesforce platform.

The type of person we're looking for:

You will play a key role in optimising our CRM to support our advice service, programme delivery, training offering and executive stakeholders. Reporting to the Database Manager and working alongside the Junior Salesforce Administrator, you will collaborate with staff across the organisation to ensure Salesforce meets the charity's mission and evolving operations.

You may want to work remotely or spend 1-2 days in our London office to spend time with colleagues.

What you'll be doing:

Key responsibilities:

System Administration:

- Manage user accounts, profiles, roles, permissions and security settings.
- Maintain data integrity through regular audits, deduplication and validation rules.
- Monitor system performance and troubleshoot issues.

Configuration and Customization

- Create and maintain custom objects, fields, page layouts and flows.
- Develop and manage reports and dashboards for various teams.
- Implement automation to streamline business processes.

User Support and Training:

- Serve as one of the primary points of contact for Salesforce-related queries.
- Provide training and documentation for end users.
- Gather requirements and translate them into technical solutions.

Data Management

- Oversee data imports, exports and integrations with other systems (Form Assembly, Engaging Networks).

- Ensure compliance with data protection and privacy regulations.

Project Leadership:

- Lead and support Salesforce projects, including new feature rollouts and third-party app integrations.
- Collaborate with the Junior Administrator, Database Manager and other stakeholders to prioritise enhancements.

Continuous Improvement:

- Stay abreast of Salesforce releases and best practices.
- Recommend and implement improvements to maximise system effectiveness.

Knowledge, abilities, skills and experience:

Essential:

- 3+ years of Salesforce administration experience (NPSP experience preferred).
- Salesforce Administrator certification ADM201 (Advanced Admin or other certifications a plus).
- Strong understanding of Salesforce security, automation and reporting.
- Experience with data management, imports/exports and integrations.
- Excellent communication and training skills.
- Excellent level of IT literacy and proficiency with Excel.
- Experience with declarative automation tools.
- The ability to work discreetly and effectively with confidential information; ensuring GDPR principles are observed.
- Strong analytical thinking and problem-solving skills, coupled with outstanding attention to detail.
- A real commitment to equality, diversity, and inclusion within your role.
- Right to work in the UK.

Desirable:

- Personal experience of kinship care
- Experience of highly customised Salesforce systems.
- Knowledge of programme delivery processes.
- Experience with third-party apps (Form Assembly, Engaging Networks).

Your main relationships will be with:

- Policy and Communications team
- Programmes team
- Advice team
- Peer Support team
- Training team
- Database Manager
- Junior Salesforce Administrator

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are recognised, valued and supported.

Our mission:

To ensure that kinship carers and the children they care for get the support and recognition they need.

"Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers."

(Staff member at Kinship)

We want to offer you the best place to work. Our people are friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.

Our Kinship values:

Be bold

We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



Step up

We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions
- Ask for and give honest feedback



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



Equality, diversity and inclusion:

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work.

We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

Candidate application information:

Please refer to the job description for this role to check that you meet the criteria in the "knowledge, skills and experience" section that are necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application.

If you have a disability that you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

How to apply:

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications so please apply early!

Please apply for the role of **Senior Salesforce Administrator** by sending a **CV** and **cover letter (no more than 2 pages)** detailing how you match the requirements for the role, to the advertisement on <https://www.charityjob.co.uk/>. Please use examples to demonstrate your experience.

Please include your notice period / earliest availability to start.

Some tips for your application:

- Make sure you've read the job description and the essential requirements – make sure your application reflects those points in the requirements very clearly.

- Tell us why you want to work for Kinship. We're interested in working with people who share our values. You can read about our values above.
- Keep your response clear – use bullet points and short paragraphs if that helps. It will help the recruitment team to focus on your knowledge, skills and experience.
- Don't go over 2 pages on your covering letter.
- Please do not use AI tools like ChatGPT to produce your answers. We use software to check, and your application will be rejected if you do.

Key dates:

Apply:

[Via CharityJob](#)

Application deadline:

9am, Friday 10 October 2025

First interview:

Online – 23 October 2025 (rolling basis)

Kinship reserves the right to close applications early on receipt of sufficient applications. Apply early!

If you would like further information or an informal chat about this role, please contact **Joanne Cairns** (Database Manager) on joanne.cairns@kinship.org.uk

Conditions of employment and what we offer:

Working hours:

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded, for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March) pro rata.
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Learning and development:

We are committed to developing and enhancing the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Health and wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Charity Worker Discount

Travel:

For this role, there may be occasional travel within the UK. There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements. We use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and passionate about doing their best for kinship carers.

We will **guarantee interviews** to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we

encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note:

This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.