Digital Tools Specialist

**Department:** Directorate of Technology, Estates & Facilities

**Hours of work:** Full-time

**Contract type:** Open

**Salary:** £34,308 - £42,155 a year
Introduction

The Directorate of Technology, Estates and Facilities [DTEF] is responsible for ‘providing outstanding work, study, research facilities, and facilities to enhance the student experience, on campus and online’.

The University has embarked on an ambitious and bold Strategic Change Programme to deliver long-lasting change that will position us to achieve our 10-year vision to be a University for public good. To deliver this programme we are growing the IT Services team and creating a team of application specialists to help develop our digital services. This is an exciting opportunity to shape the way we use our digital platforms, ensure our services meet the business needs and that our community enjoys a “best in class” user experience.

The Digital Tools team is responsible for the administration, maintenance and technical support of Salesforce ServiceCloud, Slack, DocuSign and Formstack. The team is responsible for ensuring we are using our digital tools to deliver an outstanding customer experience.

Main purpose of the role

The role holder will be responsible for the day-to-day support and administration of our Digital tools. They will work alongside Senior Salesforce Administrators, Digital Tools Manager and our Teaching & Learning teams to develop and deliver digital tools which will improve the University’s efficiency and effectiveness.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

1. Role Specific Responsibilities

- Along with the team, the postholder will be responsible for core digital tools including Salesforce ServiceCloud (and other functions as we increase our use of the platform), Slack, DocuSign and Formstack. Manage the administration, maintenance and technical support of these tools.
- Supervise the workload of the Digital Tools Support Specialist, ensuring all customer queries are responded to in a timely manner.
- Manage the Slack Grid implementation, including IT admin tasks related to Grid, channels, groups and applications
- Deputise for the Salesforce Administrators where appropriate on Project work or supplier engagement
- Design and deliver training sessions to system administrators and end customers
- Understand the customer requirements, work with the multiple internal and external stakeholders with the aim of creating customer focused and compliant services
- Identify the need for new and enhanced systems/technologies and contribute to the development and implementation of new services.
2. University of York Responsibilities for Grade 6

Service and Operational Delivery

- Oversee a responsive and proactive support service to ensure service expectations are met.
- Collect and analyse stakeholder feedback to help define needs and requirements and the design and planning of services.
- Contribute to operational leadership teams and decision making to shape the nature and level of support services.
- Implement changes to the design and development of a service.
- Accountable for delivery of a service within a defined area or defined responsibilities.
- Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
- Depending on the role, may be required to act as operational line manager - setting, monitoring and overseeing the work of the team on a day to day basis
- Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Analyse service and operational delivery data and provide reports, making recommendations for improvement as appropriate.
- Ensure the review and improvement of systems and procedures in line with University frameworks.
- Review internal and external practice to identify opportunities for future improvements or efficiencies.
- Apply expertise to identify, understand and propose resolutions for issues or problems.
- Proactively identify opportunities for building personal knowledge and skills for self and others.
- Deliver knowledge sharing on specialist defined processes across the broader team.

Specialist Contribution

- Provide advice to stakeholders in relation to complex policies, procedures and regulations.
- Provide specific technical advice to ensure compliance with legislation, statutory duties, etc.
- Provide specialist expertise and support with complexity of data and information sources, providing interpretation and analysis.
- Carry out in-depth, complex investigations or searches; interrogate the information and data to identify trends and patterns.
- Deliver training, teaching and/or development delivery for stakeholders.

Collaboration and Communication

- Establish, maintain and develop productive and ongoing relationships with University stakeholders to create ideas for tactical service or operational delivery development.
- Build relationships and networks internally and externally to build and update knowledge and skills.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.
Governance and Oversight

- Oversee activity to ensure all processes and transactions are delivered in line with regulatory and professional service and policy standards.
- Provide advice and training to stakeholders regarding compliance and regulations relating to the area of responsibility.
- Contribute to the creation or development of policy and procedures to take account of internal and external changes.
- Ensure activities and documents comply with internal University and external regulation, policy and procedures.

Planning and Organisation

- Plan, organise and prioritise own workload (and, where applicable, the workload of team members on a regular basis), taking into account operational needs and changing circumstances of the team over the short to mid term.
- Plan and manage longer term programmes of work, monitoring progress as required.
- Lead the delivery of projects to facilitate service operational change or play a role in University-wide projects.
## Person specification

### Role Specific

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Relevant certification eg Salesforce or Slack admin certification</td>
<td>Desirable</td>
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<tr>
<td>Understanding of the operational requirements of IT support in a large, complex organisation</td>
<td>Essential</td>
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<td>Knowledge of IT Service Management practices, including change and test management and providing an end-user support service</td>
<td>Essential</td>
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<td>Experience of providing an excellent standard of customer service to a range of stakeholders</td>
<td>Essential</td>
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<td>Knowledge of Data security best practice</td>
<td>Essential</td>
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<td>Experience of delivering IT services in a higher education setting</td>
<td>Desirable</td>
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<tr>
<td>Experience working with integrated systems, for example working with Slack and Salesforce together.</td>
<td>Desirable</td>
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<tr>
<td>Experience of day-to-day management of Salesforce (or similar system) for example:</td>
<td>Desirable</td>
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<tr>
<td>● Managing users + roles and profiles.</td>
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<tr>
<td>● System Architecture</td>
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<td>● Data Security</td>
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<td>● Process design</td>
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<td>● Creating reports and dashboards.</td>
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<td>● Configuration of standard and custom objects.</td>
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<td>● Configuration of automation in Salesforce (workflow, process builder or Flow)</td>
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<td>Experience of designing and delivering training on systems and service</td>
<td>Desirable</td>
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<td>Ability to exploit system functionality to deliver new and relevant services to end-users</td>
<td>Essential</td>
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### University of York Person Specification for Grade 6

**Qualifications:**

Level 3 qualification. (Qualifications at this level include A levels. Please view the full list). We also welcome applicants with equivalent non-uk qualifications or equivalent professional experience.

**Skills - demonstrates the ability to:**

- Lead projects
- Gather, analyse, interpret and report complex data/information
| Essential Technologies | Essential
| Use digital technologies including Google applications and/or Microsoft Office | Effective Communication | Essential
| Communicate effectively in verbal and written formats, including the use of a variety of digital tools | Behaviours: | Essential
| Works collaboratively with others | Delivers a quality service | Essential
| | Develops self and others | Essential
| | Actively champions respect, inclusivity, equality and diversity | Essential
| | Identifies and implements continuous improvement | Additional Personal attributes: |
| | | Our Directorate has developed a set of core values that promote dignity and respect for all. All our staff are expected to adhere to these values and therefore the following personal attributes are essential. A full copy of our values can be found on our website at: Our values | Be honest, consistent and fair in all dealings with colleagues and be welcoming and inclusive to others | Essential
| | | | Have strong team spirit and pride in your standard of work | Essential
| | | | Value colleagues and support their commitment to behaviour that is consistent with our core values | Essential