Job Title	Salesforce User Adoption Specialist
PVN ID	VA-2410-006509
Category	Information Technology
Location	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS

Department	
Status	Full Time
Annual Salary	$75,000.00 - $85,000.00
Hour(s) a Week	35
Closing Date	Mar 31, 2025 (Or Until Filled)

General Description

Through its partnership with the City of New York, CUNY's Building Performance Laboratory is hiring qualified energy management professionals to serve as on-site consultants and fill critical staffing capacity needs at the Department of Citywide Administrative Services' ("DCAS") Division of Energy Management ("DEM"). For background, DEM serves as the hub for energy management for City government operations. DEM develops the City's annual Heat, Light, and Power Budget; manages the City's electricity, natural gas, and steam accounts; helps agency partners identify and pursue energy-saving opportunities; does energy efficiency and clean power generation projects across the City's portfolio; and implements operations and maintenance best practices. Specifically, DEM is tasked with leading the City's efforts to reduce emissions from City government operations 40 percent by 2025, 50 percent by 2030, and 80 percent by 2050 from baseline.

For this specific role, on behalf of DEM, CUNY BPL is looking for an enthusiastic, intuitive, and professional Salesforce User Adoption Specialist who will be responsible for owning user engagement with the DEM Agency Portal, a Salesforce client community for City agency staff responsible for energy management. The Salesforce User Adoption Specialist will work closely with the Senior Salesforce Administrator, who is primarily responsible for administering DEM's internal Salesforce environment.

NYC residency may be required for continued employment. Immigration sponsorship is not available through this program. This is a hybrid position. Remote work arrangements are not a right or entitlement of employment and, as such, are discretionary and subject to operational needs unless otherwise provided by the CUNY Flexible Work Guidelines.

Other Duties

- Day-to-day support and training for the Agency Portal's 100+ users, including new user setup and training, handling support tickets, Tier 1 troubleshooting, and training users for new functionality;
- Advocating for continued adoption of and engagement in the Agency Portal across DEM's City agency

partners;

- Developing KPIs related to Agency Portal user adoption and engagement, setting up reports and dashboards to monitor user activity, and implementing reporting on analytics focused on adoption and engagement;
- Proactive engagement with users to ensure they fully maximize the use of the Agency Portal in the daily workstreams;
- Working across DEM business units to collect news and informational content relevant to agency staff, posting to Agency Portal, and maintaining an editorial calendar to ensure content is fresh and engaging;
- Translating user feedback into requirements for enhancements and new features;
- Creating and maintaining report templates and dashboards per user requirements;
- Collaborating with stakeholders to collect and process new content on a tight timeline;
- Creating and maintaining Salesforce Knowledge resource guides and FAQs for Agency Portal users;
- Supporting the Senior Salesforce Administrator to complete basic administrative tasks for DEM's internal Salesforce environment of 100+ users, such as password resets and troubleshooting.

Qualifications

- Bachelor's degree and 2+ years of relevant work experience;
- Certified Salesforce Administrator, active and maintained through the required maintenance exams or equivalent work experience;
- Proven track record in successfully growing and nurturing an online community, preferably using a Salesforce Experience Cloud or related product;
- Proficient in Microsoft 365 applications including Word, Excel, and PowerPoint;
- Experience collaborating using Microsoft Teams or able to apply best practices from platforms like Slack or Discord;
- Ability to work autonomously and manage project/deliverable timelines;
- Excellent oral and written communication skills;
- Willingness to work in a highly collaborative environment
- Ability to prioritize tasks and meet deadlines.

Other Desirable Skills:

- Understanding of contemporary software development and collaboration practices;
- Active listening skills;
- Ability to produce clear documentation for requirements and user training;
- Consistent communication with the user base;
- Interest in reducing New York City's building-based emissions to meet climate goals and the tools of energy management;
- Meeting skills – run an efficient meeting while tracking the next steps and key decisions;
- Using technology to build community, increase collaboration, and share knowledge.