



Data Analyst/Salesforce Administrator

Background:

The HOPE Program is a leader among New York City job training providers, upskilling adult jobseekers (ages 18 - 70) for a broad range of sectors, including a focus on green construction, maintenance, infrastructure and related careers. We work with individuals facing deep structural barriers to employment, including histories with the criminal legal system, current and/or past homelessness, substance abuse disorders, low educational attainment and more. Our comprehensive approach includes classroom training, industry-recognized certifications, digital literacy and access, financial literacy and access, mental health support, case management, paid job training, and our signature "HOPE for Life" approach, which provides a vital community of support throughout the lives of HOPE graduates' careers. With measurable outcomes among the strongest in the industry, HOPE's impact sits at the intersection of COVID-19 recovery, racial justice, and building a more equitable future for New York City. [Our work is best described in the words of our graduates, such as Enrique.](#)

The Position: HOPE is seeking a Data Analyst/Salesforce Administrator who will further drive HOPE's focus on data-driven impact through detailed reporting across program outcomes, government grants, donor engagement and more. The position reports to the Chief Development and Evaluation Officer and will be based at either HOPE's Downtown Brooklyn (1 Smith Street) or South Bronx (1360 Garrison Avenue) location.

Responsibilities:

Reporting

- Support the Development and Government Grants teams in providing high quality, accurate, and timely client impact data, tailored to the needs of the funders, throughout the year
- Drive deeper client impact through development, quality assurance, and regular updating of internal Salesforce dashboards, tailored for each programmatic department
- Leverage existing Salesforce system to develop reports that support celebrations of job placement success, employee performance evaluations, and overall impact reports to the staff and Board, etc.
- Conduct all reporting with a focus on user experience and readability

Data Analysis

- Partner with teams across HOPE to conduct quarterly-monthly deep dives in areas of interest that will inform HOPE's work, including, for example, the impact of transitional

employment on long-term employment outcomes, mental health uptake as it ties to program completion, the impact of gender of client completion, touchpoint frequency and donor retention, etc.

- Work across program teams to identify new, innovative, and relevant areas of analysis
- Leverage external labor market data to inform future programming and to contextualize current levels of performance
- Develop and implement monthly or quarterly sessions for all HOPE staff to engage in and learn from HOPE data to further drive a culture of data-driven results

Salesforce

- Support the Salesforce System Administrator in maintaining the Salesforce environment with 50+ users
- Support the Salesforce System Administrator in updates and revisions to support new program, fundraising, and reporting elements
- Handle all basic administrative functions including modification of page layouts, generation of reports and dashboards, creation of new fields and other routine tasks
- Automate processes using Salesforce tools such as process builder, approval processes, validation rules, and Nonprofit Success Pack features such as engagement plans and levels
- Assist in running applications and services including Form Assembly, QGIS, Google Sheets, SMS Magic.
- Support the Evaluation team in providing training to new Salesforce users and ongoing training to existing users to ensure a high level of usage
- Document customizations made in Salesforce
- Plan ahead for upgrades, seasonal releases and long term projects

Minimum Qualifications:

- Bachelor's Degree preferred
- Salesforce Admin Certification/minimum 1 year experience preferred
- Minimum knowledge of Google Sheets, Microsoft OS, Form Assembly, QGIS, SQL, SMS Magic preferred

Salary/Benefits: Salary is dependent upon experience. HOPE provides a full package of benefits including: healthcare and dental insurance; retirement plan; competitive vacation (plus 1/2 day Fridays during summer which is equal to 7.5 additional vacation days); and 12 paid holidays.

Interested Candidates: Email cover letter, indicating what position you are applying for and where you saw listing, and resume to hr@thehopeprogram.org. Resumes unaccompanied by a cover letter will not be reviewed. No telephone calls, please.

As the City of New York expands the COVID-19 Safety Requirement to employees of all contracted organizations, effective September 13, 2021, all HOPE employees are required to provide one-time verification of vaccination or provide a weekly record of a negative test as evidence that they do not have a COVID-19 infection.

The HOPE Program is an equal opportunity employer.

www.thehopeprogram.org