



**Yorkshire  
Housing**

# **Salesforce Platform Lead**


June 2026



# Key information about the role




## Salesforce Platform Lead


 **Business area:**  
Technology, Insight & Change

 **Reports to:**  
Head of Technology

 **Leader of others:**  
Yes

 **Contract type:**  
Agile Homeworking

 **Budget holder:**  
No

 **Car Allowance:**  
No

 **DBS check required:**  
No

## About the role

### Role purpose

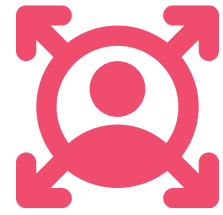
The Salesforce Platform Lead is accountable for the end-to-end ownership of the Yorkshire Housing Salesforce platform ensuring that the platform is developed and maintained in line with the needs of Yorkshire Housing and in line with standards of best practice. They will ensure that YH are gaining the most from the capabilities of Salesforce and are guiding our development and functionality roadmap.

Having overall technical ownership of the platform, they will work closely with business stakeholders, Architecture, Data, Continuous Improvement and delivery teams to balance strategic outcomes, operational reliability and continuous improvement, ensuring that the product does not stagnate and continues to evolve in line with organisational strategy, customer needs, and regulatory obligations.

They will lead a team of Salesforce Administrators, Developers and Testers, owning a set of technologies in a DevOps focused environment.

# Here's some of the things you'll be doing

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We're Yorkshire by name and by nature. And we make it possible for people to have a place they're proud to call home, whether that's to rent or to buy. It's our people that make that happen, and here's how you'll be supporting:

## Key responsibilities:

### Platform Ownership & Strategy

- Own and communicate the platform vision and roadmap, aligned to the organisational strategy and customer outcomes.
- Act as the single point of accountability for the platform, balancing short-term priorities with long-term sustainability.
- Define success measures and KPIs for the platform, tracking value, performance and adoption.

### Stakeholder & Customer Leadership

- Work with business stakeholders and change and continuous improvement teams to translate identified business needs into prioritised, deliverable outcomes.
- Build and maintain strong relationships with senior stakeholders across Customer, Operations, Digital, Data, Change and Technology.
- Facilitate structured engagement to ensure transparency around priorities, trade-offs, and delivery decisions.

### Delivery, Governance & Assurance

- In conjunction with the Continuous Improvement Lead, ensure Salesforce work is prioritised and the backlog is managed, ensuring that change, defects, and improvement activity are aligned to agreed priorities.
- Provide solution assurance, ensuring proposed changes meet organisational, technical, architectural, code, testing and regulatory standards before delivery.
- Work within established governance forums (e.g. design authority, change and release management) to ensure controlled, high-quality delivery.

### BAU Ownership & Continuous Improvement

- Own the live service, including service KPIs, SLA performance, major incident process, problem management/root cause analysis, change/release calendar, and support model.

- Ensure that the platform is designed to maximise confidentiality, integrity and availability, working with Architecture, Cyber Security and Information Security colleagues as required.
- Ensure effective transition from project delivery into BAU, embedding sustainable support and operating practices.
- Champion a continuous improvement culture, identifying enhancement opportunities and maximising return on platform investment.
- Support major technology incident recovery and contribute to effective disaster recovery plans and methods to ensure business continuity.
- Ensure licence utilisation across the business makes maximum use of our investment in Salesforce

### **Team & Ways of Working**

- Line Management of the YH Salesforce Team ensuring the team members deliver to the agreed roadmap, SLA and agreed operational requirements.
- Provide direction and leadership to platform aligned support and delivery roles, fostering collaboration between development, operations and change.
- Promote platform led and agile ways of working, ensuring clarity of roles, decision-making authority and accountability.

### **Who you'll work alongside**

- Senior Leadership across Technology, Data and Change functions
- Business and Solution Architects
- Change and Delivery Teams
- Business and Service Owners
- Integration Analyst
- External Suppliers and Partners



*As you can imagine, the above might not be all you'll be responsible for in role so you might be asked to take on some other key responsibilities if they're suitable for your role.*

# So, what will you bring to the role?

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## The main things:

- Proven experience owning and leading a complex enterprise Salesforce platform.
- Strong stakeholder management skills, including the ability to influence and make priority decisions at senior level.
- Broad and deep Salesforce technical understanding sufficient to provide solution assurance and challenge constructively.
- Strong leadership skills to provide guidance, direction and mentorship to the Salesforce team with the ability to foster a collaborative, high-performing team environment.
- Strong background in design and development of enterprise systems as part of a complete software product lifecycle
- Experience of Agile SDLC.
- Implementation experience with major technology programmes
- Experience defining and delivering enterprise applications on the Salesforce platform
- Experience of various Salesforce Clouds, in particular, with Service Cloud, Field Service, and Experience Cloud and Agentforce.
- Knowledge of security best practices.
- Technical Salesforce certifications as follows:
  - Salesforce Certified Administrator and/or Advanced Administrator
  - Salesforce Certified Platform Developer I
  - Salesforce Certified Platform Developer II
  - Salesforce Certified Platform App Builder
- Experience managing 'BAU' operations, administration, development, integrations, continuous improvement, testing, release management, maintenance and support of the Salesforce platform, including transition from change to operational
- Extensive experience of release management processes and working with tools such as Gearset to ensure version control and promote a robust CI/CD process to enhance code quality

**Professional/technical skills:**

- 3+ years of experience in a hands-on technical leadership position
- Extensive experience with Salesforce in a development or configuration capacity
- Extensive knowledge of Salesforce best practices using Apex and Visualforce
- Experience building integrations with Salesforce and 3rd-party APIs with the Salesforce platform. In-depth knowledge of Salesforce SOAP API, REST API, and BULK API
- Extensive development experience using VisualForce, Apex controllers, Triggers, Batch Apex, Gearset and other programmatic solutions on the Salesforce platform

**Other skills:**

- Eagerness to develop own skills and adapt to change.
- Personal values and approach that align with YH's values
- Ability to work flexibly in line with Hub, Home and Roam principles.
- An understanding of Equality, Diversity and Inclusivity and how this is applied through our service to customers and colleagues.

**It would be a bonus if you have:**

- Additional Salesforce Certified Certifications such as; Service Cloud Consultant, Field Service Consultant, Experience Cloud Consultant, Data Architect, Development Lifecycle and Deployment Architect, Integration Architect, Application Architect, System Architect.
- Experience of working in a structured ITIL aligned culture
- ITIL Foundation qualification
- Experience of MuleSoft Anypoint Platform for APIs and integrations

# Our Yorkshire Housing values



## What are they?

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

## Our colleagues are amazing

We want colleagues to feel free to be themselves, which means we all share responsibility for promoting a culture of equality, diversity and inclusion. We're also each accountable for our own health and safety by following our policies and completing any training needed for our roles. Our colleagues are amazing, and the diverse skills and abilities they bring to work every day are what make Yorkshire Housing such a special place to be. You spend a lot of your waking hours at work, so we're committed to giving you a workplace where you can truly be yourself, feel valued, and have opportunities to progress and develop.

### Create trust



- Do the right thing, not the easy thing
- Be honest and open
- Do what you say.

### Be curious



- Think differently
- Ask questions
- Keep learning.

### Make it happen



- Own it
- Do it
- Be empowered

### Achieve impact



- Do things that matter
- Deliver results
- Show pride and passion.

### Have fun



- Enjoy work
- Be yourself
- Stay connected.

