



Community and Social Media Manager

A Community and Social Media Manager is the face of a company, managing communications in both directions, advocating our venues through social media platforms. This digital-savvy employee is responsible for all communications, PR, social media, events, and content creation, among other things.

This is what the role's responsibilities may include:

- **Content creation** – writing blog posts, articles, newsletters, communications materials, and material for social media channels
- **Social media marketing** – creating, managing and growing the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties
- **Events and event planning** – attending industry events in your city (often outside of 9-5 hours) and planning meetups for your community
- **Public relations** – (note: some companies may have devoted PR departments so this may not be relevant) managing incoming media requests and building relationships with industry journalists; creating, executing and measuring media campaigns
- **Customer relations** – the Community Manager is often responsible for customer support – answering questions however they come in (phone, e-mail, Twitter) and managing any online feedback forums such as GetSatisfaction pages
- **Communications/marketing strategy** – the Community Manager is responsible for creating strategic marketing/communications plans to provide direction for the company's public-facing communications
- **Analytics** – Using Google Analytics and other measurement tools to provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives
- **Business development** – Depending on the company and depending on how senior the role is, a Community Manager can also be responsible for business development and sales

Here are the skills to be a Community and Social Media Manager:

- **Outgoing personality** – you will be required to walk into networking events and be comfortable introducing yourself to strangers
- **Writing skills** – a background (especially Bachelor) in Public Relation, Communication, Journalism or English Literature, experience with writing helps since you'll be creating so much content for our company



- **Social media experience** – we are look for someone who can navigate WordPress and understands Twitter and Facebook for business
- **Interest in our industry** – a Community and Social Media Manager needs to be passionate and interested in our venue, product and service
- **Willingness to work around the clock** –the job involves working some evenings and weekends, and responding to community members outside of work hours
- **Good attitude and management skills** – great time management skills, ability to multitask, intelligence, management coping skills
- **PR experience** – having experience with public relations is a nice to have, especially if it's a focus for our business

And here are qualifications that a Community Manager should have:

- Experience developing and implementing tactical plans that build and nurture online communities
- Demonstrated expertise in engaging and activating community groups
- Experience locating and engaging advocates within the community to foster dialogue
- Demonstrated ability to work with client on developing on-brand messaging that best represents their voice and tone online and incentivizing user-generated content creation and sharing
- Experience establishing metrics, gleaning community insights and reporting/recommending strategies that achieve marketing goals
- Understanding what's possible on the various technology platforms and the ability to educate and integrate the needs of clients, creative team and developers
- Excellent communication skills and creative writing skills