

Online Community Manager

Position Description - Template for Recruiters

OVERVIEW

The job of an online community manager is to steer purpose and drive value generation for participants and the organisation, aligned to strategy and the role of the community.

Your position overview should include a sentence or two on each of the following:

- Your brand or organisation
- Type of community you have or intend to build (e.g. interest, practice, peer support, knowledge base)
- Purpose of your community and what happens there
- Status of the community (e.g. yet to be launched, well established, mature)
- Strategic priorities (e.g. grow a new community, reinvigorate a struggling community, formalise community operations)
- How success will be thought about and measured in relation to the above

RESPONSIBILITIES

- Building and maintaining strategic, qualified engagement in the community (via conversational tactics and content creation)
- Implementing and optimising desired member/user journeys
- Governance setting and maintenance, including moderation, risk management and issues escalation
- Leading the tone and culture of the community via social norms, rituals and focused interactions
- Regular measurement and reporting on success and health metrics (business and social/communal)
- Implementing reputation and recognition programs
- Building and maintaining strategic relationships with key community participants based on organisational objectives (e.g. founding members, subject matter experts, influencers)
- Working cross-departmentally to create and communicate community value
- Organising and refreshing the community for optimal user experience and outcomes (e.g. archiving content no longer useful)
- Reporting community intelligence and insights to leadership and stakeholders
- Spokesperson for the community internally and externally, if required
- Related work for the organisation around the community; e.g. creating content about or representing the community for peers, customers or the media.

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SKILLS & EXPERIENCE

- digital fluency
- experience managing an established online community/experience building and growing a new online community
- experience implementing online community management best practices, including engagement, moderation and measurement
- digital facilitation
- digital content creation
- conflict and issues management
- data and reporting experience
- skills or experience relating to unique or specific needs of your organisation (e.g. at-risk participants, therapeutic communities, topical or subject matter expertise)
- experience with community platforms relevant to the role if desired

Please note:

- Launching a community from scratch is different to assuming the helm of an established community. If inception and launch is part of this role, stipulate it
- Community management is a behavioural discipline first, and a technical discipline second - tools evolve consistently
- Online community management is relatively new field, coming into the mainstream in the last decade. Ensure experience requests are focused on capability and context, not time-served, as this is unrealistic and will restrict access to talent.

QUALITIES

- motivated by connecting and empowering people and relationships
- exceptional communicator, particularly written
- highly autonomous
- adaptive and flexible
- confident negotiating tension and conflict
- resilient under pressure
- comfortable with data and its interpretation
- comfortable with ambiguity
- ethical and duty-of-care orientated