

Description

We're looking for a Community Manager at It's Fetch to serve as an integral part of our online community.

The Community Manager will be responsible for building an active and engaged community around a defined topic or topics by managing long-lead editorial calendars, monitoring online conversations and participating in those conversations to build an active, and thriving community.

The goal is to establish a presence as a safe space and go-to community for women as well as to integrate our messaging into the community in a compelling and valuable way.

The Community Manager is responsible for moderating User Generated Content that appears and escalating any issues to the team.

We're looking for someone who considers social media their medium, is great at telling stories online, and can easily take on a unique voice when speaking to an audience. They think in engagement, are full of ideas, know best practices for growing an audience, and always have their finger on the pulse of what's coming next. In this role, the Community Manager will work directly with our co-founders and advisor.

Key Responsibilities:

Management & Moderation

Community Building

- Build and foster relationships with community members in the group
- Actively engage community members into active discussions on the group
- Manage, implement, and facilitate daily, weekly, and monthly discussions, conversations, and activities on the group
- Work on and implement plans to increase engagement

Listening & Reporting

- Observe and conversations and engagement happening in the community/groups
- Summarize insights and conversations to create actionable reports that lead to optimization
- Systematize and document the online community processes.
- Maintain metrics to measure the impact of online community building activities and the social media plan

Publishing

- Create and maintain Content Calendars, including writing Facebook Group Updates
- Post relevant content in accordance with Content Calendar

Moderation

- Review user generated comments and posts in a quick and timely manner
- Respond to comments, when appropriate, in order to foster a positive community and add value to the user's experience.
- Enforce the community guidelines as defined by the team
- Escalate User Generated Content, where appropriate, to team

Community Strategy

- Work with the team on developing the vision and strategy for the online community, and drive initiatives from concept through execution
- Implement and manage the strategy using useful content and compelling social media and other channels to enhance collaborative learning and a sense of community
- Interpret the direction of strategy/planning and creative leads.
- Communicate and coordinate client service, production and strategy/planning teams ensuring that community strategy supports overall brand goals and objectives.

Pre-Requisites:

- A pleasant and sociable self-starter
- Recent experience in developing communities or organizing groups or individuals into effective communities. Experience developing virtual communities and building engagement highly desirable
- Actively participates in a wide variety of social media activities such as community development and management, social bookmarking, commenting, etc.
- Understanding of popular social networks – design, functionality, users
- Demonstrated ability to produce community management guidelines and documents that reflects the learnings and insights from the community
- Compelling written and verbal communications skills and experience with developing regular communications (posts, newsletters, blogs, monthly reports, etc.)
- Exceptional communication skills within the internal team and the community
- Good detail organization and ability to manage multiple tasks at once within established deadlines.
- Ability to work well under pressure and tight deadlines, and stay organized