



# Online Community Results

## Sample Online Community Manager Job Description

The Online Community Manager's primary responsibility is to advance the organization's private online community strategy. This position works collaboratively with other departments to ensure that the organization's tactics drive community engagement.

### Responsibilities

- Monitor discussions, resource postings, and identify content trends within the community. Alert appropriate staff as new content trends arise.
- Develop and implement a community engagement plan and budget based on best practices to increase engagement.
- Network with community members and identify community champions. Train and empower community champions to participate on a more significant engagement level.
- Provide community training resources, guidelines, and policies to internal and external audiences.
- Work with relevant departments to coordinate community content postings as appropriate.
- Contribute engagement strategies and tactics to relevant departments and ensure the integration of community for promotion and awareness building.
- Monitor and measure the success of community engagement and provide reports to executives.
- Evangelize community activity internally and hold other departments accountable for their role in ensuring the community's success.
- Coordinate with relevant departments to ensure successful campaigns.
- Oversee all technical aspects of the community. This includes working with the community vendor to address, resolve, and communicate any issues related to the features and functionality of the platform and implementing new features as necessary.
- Evaluate the community strategy on a periodic basis to ensure that it continues to support the organization's strategic priorities.

### Desired education

- Bachelor's degree or commensurate experience
- Specialized training in community management

### Desired skills and character traits

Management, Coaching, Consulting & Strategy for Online Communities



# Online Community Results

Collaborative  
Curious  
Tenacious

Tech-savvy  
Helpful  
Analytical

Social Intelligence  
Skilled writer/editor  
Empathetic