



Example of Advocacy Manager Job Description

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Our innovative and growing company is looking to fill the role of advocacy manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for advocacy manager

- Develop innovative strategies and internal communication points to market the program internally to grow participation and host trainings to onboard new administrators and employees
- Identify program risks to develop optimization strategies and lead quarterly success plans focusing on program performance, future growth and optimizations
- Utilize program dashboard to track program health and optimizations and continually share insights, behaviors, trends and data collected to educate others and demonstrate program value
- Ensure that all employee relations issues and feedback are properly identified, reported to program stakeholders, investigated and addressed to maintain productive working relationships
- Manage cross functional project groups, who are regional/BU/narrative drivers of the program, from training, education, content management and recognition
- Create a Social Media education/training platform for all employees ranging from basic to advanced, supplemented with role specific training
- Work closely with Security and Legal departments to ensure employees are compliant with regulations in regions and engage on Social Media in a responsible way
- Create and maintain an energetic and engaged audience across Customer Support, Social and Pogo.com channels
- Moderate and lead conversations with users across all Customer Experience

- Plan, manage and coordinate community events – user groups, webcasts, social events

Qualifications for advocacy manager

- Create performance metrics that provides key executives with evidence that the thought leadership approach is credible and viable
- Secure customers for videos and case studies
- Develop video storyboards and scripts
- Develop content for case studies and testimonials
- Work with the Sales, Sales Operations, and Product Marketing teams to develop Value briefs that provide quantitative proof points of business success/benefits
- Develop and manage a Customer Reference database