



Example of Advocacy Manager Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is searching for experienced candidates for the position of advocacy manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for advocacy manager

- Drive yearly strategy plans ladder up to Pogo fiscal goals and objectives
- Work with various work groups – product, creative, marketing, customer support, engineering – to create and deliver new content, resolve community issues, with a steady eye on putting the Player First, at all times
- Lead the strategy behind smart, goal-oriented and measurable campaigns that foster growth, engage with key influencers, and maintain a healthy base
- Define and execute channel processes to optimize content flow and information to key forums and social channels
- Proactively gather and socialize product feedback and inform game development and marketing decisions
- Engage with customers on a daily basis to drive engagement, adoption and conversion, addressing questions related to product features, functionality and technical issues
- Create, maintain and deliver regular report, informing on business trends, KPIs, CSAT opportunities and actionable trends
- Be the voice of the Customer
- Be a passionate and creative ACA client evangelist, regularly engaging with internal and external stakeholders to identify and secure client advocates for participation in speaking engagements, video testimonials, and client quotes
- Develop, manage, and maintain the client support website, including project management, content writing, oversight of the overarching strategy, and monitoring analytics

-
- Works well under pressure, deals effectively with change and has the ability to work in a fast paced environment and manage multiple deadlines and priorities
 - People leadership including the ability to demonstrate impact and influence, lead high performing teams, and align multiple stakeholders
 - History of proven successful customer relationship management
 - Fluency with process improvement initiatives
 - Experience with Clarabridge an asset
 - Bachelor's degree required with a minimum of five years management experience working closely with senior executives