



# Example of Senior Manager, Community Job Description

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Our innovative and growing company is looking to fill the role of senior manager, community. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for senior manager, community

- Post, monitor, engage and report (category, competitive and client insights) on behalf of clients on social platforms
- Ensure consistent and accurate messaging across multiple platforms while adhering to channel best practices
- Track, measure and report on key performance indicators (KPIs) and identify recommendations and opportunities for improvement, helping to establish best-in-class operational guidelines
- Identify new audiences and influencers for content opportunities and content syndication
- Identify new trends in social space
- Lead a team of community managers across a master brand, collaborating on opportunities and sharing best practices
- Co-define, then drive, an internal community consultancy model which covers community requirements, plan, design, develop, launch, and management of new communities
- Develop templates for programmatic community creation and the phases noted above
- Author community manager training materials and guidance
- Develop and educate on content strategy for new communities

## Qualifications for senior manager, community

- Conversant with technology brands and solutions
- Attuned to the cultural zeitgeist and recognize opportunities to engage with key audiences, and increase followers and reach
- Bachelor's degree in marketing, communications, advertising, journalism or public relations
- 4-6 years of experience managing and growing online customer communities