

## COMMUNITY MANAGER JOB DESCRIPTION

### OVERVIEW

The Community Manager will proactively manage and lead all content, calendarizing and posting efforts across all The Elevate Prize social media channels, and lead conversations with our highly engaged community of followers. The ideal candidate knows what makes for a good story and engaging post on social, is an excellent and pithy writer, and has experience with social platforms, specifically Instagram, Facebook, Twitter and LinkedIn, the tools to manage them and a deep understanding of social analytics. They should be entrepreneurial, experienced and committed to the social impact world, and willing to roll up their sleeves, be on the pulse of what is trending on social media in terms of content and platforms, have a passion for detail, and the ability to collaborate across cross-functional internal and external teams. In addition, this candidate should be data-driven and have a keen sense of audience development. She/he/they derive tremendous pride in ensuring error-free and on-time execution for content publishing, B2B social media posting, and overall reporting, and analysis. This role reports into the Marketing Director and will contribute to the efficacy of platform development and audience growth.

### JOB RESPONSIBILITIES:

- Social Media execution to include community management, social content calendar, paid media campaigns and budget, and implement social best practices and engagement techniques to hit monthly KPIs
- Ideate creative campaigns to engage and grow followers across all social platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and other emerging platforms
- Reporting & analytics: pull data and information to inform all monthly and/or quarterly social reports, work to understand and define social KPIs, keeping internal teams up to date on reporting best practices
- Social Media Thought Leadership: Stay ahead of emerging technologies, trends and user behaviors, educate and communicate with internal teams to provide support and perspectives on initiatives in the social space
- Own community activations from end to end, aligning with social content production and programming teams to ensure successful execution
- Create content with prize winners and fellows, digital/commercial partners, and identify and engage social media influencers in community activations
- Utilize analytics and media monitoring tools to refine activations and constantly innovate

### QUALIFICATIONS/SKILLS:

- Digital native with a deep understanding of social media, effective tactics, and metrics
- Proficient in marketing research and statistical analysis
- Experienced in creating and optimizing content
- Experience in the social impact and non-profit world
- Excellent copywriting and copy-editing skills
- Impeccable attention to detail
- Ability to multi-task and be flexible in a fast-paced and changing environment
- Self-motivated team player
- They should also be able to make basic graphics and art and direct an art team on more elaborate creative

### EDUCATION, EXPERIENCE, AND LICENSING REQUIREMENTS:

- Bachelor's or master's degree in marketing, digital or related field for 3+ years

- Proven work experience social media marketing
- Solid knowledge of social media marketing analytics and management tools (e.g., Google Analytics, Asana, Rival IQ, Sprout Social, Hootsuite, etc.)

#### **ABOUT THE ELEVATE PRIZE FOUNDATION**

The Elevate Prize Foundation was created in 2019 by entrepreneur and philanthropist [Joseph Deitch](#), with the idea of making good famous. The Foundation aims to amplify the impact of innovators, activists, and problem solvers, drive change together, and awaken the hero in all of us. Its signature program, the Elevate Prize, commits \$5 million in funding and services to 10 social entrepreneurs annually, where over the course of two years, the Foundation works with each winner to leverage their platforms to raise awareness, share their stories, and build fanbases to further drive their work forward. The Foundation awarded its inaugural class of [10 winners](#) in October 2020. This year's winners will be announced in October 2021. For more information, visit [www.elevateprize.org](http://www.elevateprize.org) and follow @ElevatePrize on Facebook, Instagram, LinkedIn, and Twitter.