

## COMMUNITY MANAGER RESPONSIBILITIES

\*Hours are per week, but not all roles will be deployed. Expected work 10 hours per week.

- Forge Strategic Business Partnerships – 4-5 hours
  - Local businesses are strongest tactic for quickly growing Supply-side of marketplace
  - Leverage personal network and sales skills
    - Assist with potential events to educate and encourage sign ups
  - Begins with grassroots outreach
- Recruit local Brand Ambassadors – 2 hours
  - Recruit
  - Identify pertinent events for local brand ambassadors to attend
  - Track
  - Manage
- Blog – 1 hour
  - Work with Marketing Manager on content topic exploration
  - Recruit authors
    - Goal is to establish Advntur as an authority on X topic
      - Themes should emerge over time by author
  - Creation (if desired) – includes copy and photography
  - Editing
- Team meeting and communication – 2-3 hours
  - Weekly team meeting
  - Weekly communication with team about strategy, direction and results

Additional responsibilities in the future may include:

- Event planning
  - Concept creation based on goal (build supply or drive demand)
  - Finding proper staffing
  - Promoting (possibly with help of event staffers)
  - Post-event management
    - Tracking failures and successes and maintaining communication with attendees
  - NOTE: Not responsible for attending and manning event, although welcome to if desired
- Social media communication
  - Language creation (ensuring authenticity via jargon)
  - Photograph authenticity
- Advertising communication
  - Language creation (ensuring authenticity via jargon)
  - Photograph authenticity
  - Input on appropriate publications/outlets to target based on budget and readership
- Email marketing communication
  - Language creation (ensuring authenticity via jargon)
  - Strategy/promotions
    - What is our goal with each promotion?
    - What tactic(s) will achieve that goal?

- Press Outreach Communication Editing
  - Input on appropriate publications to target
    - Ideally looking to leverage personal contacts
  - Assistance ensuring messaging speaks to publications' concerns and audience

**Salary: \$1,150/month**