

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