



Position: Community Manager

Location: Remote

Company: FinServe Pro

Job Summary:

As a Community Manager at FinServe Pro, you will be responsible for fostering a vibrant and engaged community around our brand. You will interact with our customers, fans, and followers across various social media platforms, forums, and community groups to build relationships, drive engagement, and enhance brand loyalty.

Responsibilities:

1. Community Engagement:

- Develop and implement strategies to engage with our community across social media platforms, forums, and other online channels.
- Respond to comments, messages, and inquiries from community members in a timely and professional manner.
- Foster meaningful conversations and interactions within the community to promote positive sentiment and brand advocacy.
- Monitor community sentiment and feedback to identify trends, opportunities, and areas for improvement.

2. Content Creation and Curation:

- Create engaging content tailored to the interests and preferences of our community members.
- Curate user-generated content and showcase it across our social media channels to highlight community contributions.
- Collaborate with the marketing team (creative director, graphics designer, content writer) to develop content calendars and campaigns that resonate with our target audience.

3. Community Growth and Outreach:

- Identify and engage with influencers, brand advocates, and other key stakeholders within our industry to expand our community reach.
- Develop partnerships and collaborations with relevant organizations, communities, and online groups to increase brand visibility and reach new audiences.
- Explore new channels and opportunities for community growth, including events, partnerships, and cross-promotions.



4. Community Moderation and Management:

- Enforce community guidelines and policies to maintain a safe, inclusive, and respectful environment for all members.
- Monitor discussions and user-generated content to ensure compliance with brand standards and values.
- Address any issues, conflicts, or disputes that may arise within the community in a diplomatic and constructive manner.

5. Analytics and Reporting:

- Track key performance metrics, including engagement, reach, sentiment, and community growth.
- Analyze data and insights to measure the effectiveness of community initiatives and identify areas for optimization.
- Prepare regular reports and presentations to communicate findings, trends, and recommendations to internal stakeholders.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or any related field.
- Proven experience in community management, social media management, or digital marketing.
- Excellent written and verbal communication skills.
- Strong interpersonal skills with the ability to build relationships and engage with diverse audiences.
- Creative thinker with a passion for storytelling and content creation.
- Familiarity with social media analytics tools and platforms.
- Ability to multitask, prioritize, and work independently in a fast-paced environment.
- Knowledge of online community management best practices and trends.

Additional Information:

- Flexible schedule is required to accommodate community events and activities outside of our standard business hours.
- Travel may be required for industry events, conferences, and community meetups.

Application Process:

To apply for this position, please submit your resume, cover letter and previous work done to hr@finserve.pro using "Community Manager – FinServe Pro" as the subject line.