

## Community Manager (3-months Contract)

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Company: The Elevation Church

Location: Lagos

Category: other-general

### Key Deliverables

#### Community Engagement/Platforms Mgt

Develop and implement a community engagement strategy per platform/channel that fosters engagement, trust, and loyalty.

Ensure all platforms bear up-to-date and relevant information per time

Respond promptly and professionally to comments, questions, and concerns from community members across various channels (e.g., social media, forums, chat groups, email).

Monitor and analyze online conversations and trends and use insights to inform content creation and engagement strategies.

Develop and implement campaigns and initiatives that drive engagement and participation within the community across platforms

#### Brand Advocacy

Nurture relationships with influencers, brand ambassadors, and superfans to build brand advocacy and loyalty.

Encourage and facilitate user-generated content (UGC) that showcases TEC's services, and values.

Monitor and manage TEC's online reputation, responding appropriately to negative

comments and reviews

## **Content Creation**

Collaborate with the rest of the communications team to develop and execute a content strategy that aligns with the TEC's goals and values.

Create/Curate and publish engaging and relevant content that resonates with the community (e.g., blog posts, social media updates, videos, podcasts) according to each platform's format.

Use analytics and insights to optimize content performance and inform future content creation.

Edit said content to impeccable standards.

Engage in script writing, copywriting, and other creative writing expressions.

## **Community Growth**

Develop and implement initiatives that attract and retain community members (e.g., contests, giveaways, events).

Collaborate with the digital marketing team to leverage paid media channels (e.g., social media advertising, influencer marketing) to reach new audiences.

Identify and engage with potential partners and collaborators that align with the TEC's values and goals.

## **Customer Support**

Responding to customer inquiries and issues in a timely and empathetic manner

Escalating issues to the appropriate departments or individuals as needed

Monitoring customer sentiment and feedback to identify areas for improvement.

## **Event Planning and Execution**

Planning and executing virtual (LinkedIn Live, Twitter space etc) and in-person events that engage and excite community members.

Coordinating with internal and external stakeholders to ensure seamless event execution.

Measuring event success and using insights to inform future event planning.

### **Influencer Management**

Building relationships with influencers and thought leaders in the community.

Collaborating with influencers to create engaging content and drive community growth.

Measuring the impact of influencer partnerships on community growth and engagement.

### **Crisis Management**

Developing and implementing crisis management plans to address potential community issues or negative feedback.

Responding to crises in a timely and effective manner, with empathy and transparency.

Monitoring community sentiment and feedback in the aftermath of a crisis and taking appropriate actions to restore trust and engagement.

### **Skills and Knowledge**

#### **Analytics and Reporting**

Analyzing community data to identify trends and insights.

Creating reports to track community performance and measure the effectiveness of community initiatives.

Using data to inform decision-making and strategy development.

#### **Educational Qualifications**

Bachelor's degree in marketing, communications, or a related field.

Minimum of 3 years' experience in digital marketing, community, and social media management.

Other relevant Professional certifications

#### **Relevant Experience**

Proven experience in community management, social media management, or a related field.

Excellent communication skills, both written and verbal.

Strong analytical skills and ability to use data to inform decision-making.

Up-to-date with social media platforms updates (LinkedIn, Facebook, Twitter, Instagram, Tik Tok, YouTube etc) community management tools, and content creation tools.

Passion for and knowledge of the not-for-profit and religious industry and community TEC operates in.

### **Relevant Skills**

Proven writing and editing skills. Writing skills include screen writing, editorial writing, writing press releases etc.

Excellent command of (written and spoken) English

Ability to convey complex ideas in a creative, clear, direct, and lively style.

Strong diplomatic, interpersonal, and team skills

Strong organizational and problem-solving skills

An in-depth understanding and problem-solving approach to project management as it relates to complex, multifunctional project.

Knowledge and applied work experience in social media principles sufficient to execute, lead or advise others in assuring that upcoming online communication and audience engagement tools and channels are fully leverage.

Ability to prioritize, work well under pressure and capably handle/juggle multiple tasks within tight deadlines.

Demonstrates creative and critical thinking skills

Strong relationship management, strategy development, project management, problem solving and change management skills.

### **Attitude and Behavioural Traits**

A dedicated Christian, positive attitude, self-starter, assertive, committed to excellence, and feels a calling to help fulfil the church's mission.

Professional and positive approach, self-motivated, team player.

A highly committed and motivated individual.

Humility.

Willingness to go the extra mile.

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