

COMMUNITY MANAGER JOB REQUIREMENTS

We are looking for a digital-savvy community manager to take control of our online voice and build brand awareness and loyalty. The community manager will be responsible for aligning all company communications, PR, social media, and marketing content to create a strong brand identity.

You will be the first point of contact for online fans and followers, thus developing an intimate relationship with the online community.

To be successful in this role, you will need to have a deep passion for social media, stay abreast of new developments and opportunities in the industry, and be a strategic thinker. You must have an outgoing personality as in-person networking will also be part of the job.

RESPONSIBILITIES

- 1 Develop a content plan.
- 2 Set, plan and implement social media and communication campaigns and strategies by creating engaging content for all platforms, including blog pieces, articles, social media posts, newsletters, and videos.
- 3 Respond to customers in a timely manner by engaging with the online community and respond to comments and requests.
- 4 Analyze web traffic and relevant community metrics.
- 5 Relay community feedback to relevant internal stakeholders.
- 6 Devise and implement community communication initiatives.
- 7 Liaise with other departments to stay updated on new marketing initiatives, product and service developments, and to ensure brand consistency.
- 8 Liaise with external agencies or journalists to ensure accurate brand representation.
- 9 Provide engaging text, image and video content for all social media and professional accounts
- 10 Monitor, track and report on feedback and online reviews
- 11 Organize and manage events to boost brand awareness
- 12 Coordinate with Marketing, PR and Communications teams
- 13 Liaise with Development and Sales departments
- 14 Respond to customers in a timely manner
- 15 Build relationships with customers, industry professionals and journalists
- 16 Stay up-to-date with digital technology trends.

QUALIFICATIONS

- 1 Knowledgeable in blockchain and cryptocurrencies;
- 2 At least 2 years' experience working with cryptocurrency communities with evidence of good performance.
- 3 Proficient in written and spoken English language.
- 4 Proficiency in Swahili or French is added advantage.
- 5 Experience managing telegram, WhatsApp groups or channels.
- 6 Good leaderships skills including crisis management skills.
- 7 Excellent communication skills
- 8 Fundamental knowledge of crypto exchanges.
- 9 A degree in communication, English, journalism, marketing, or related field may be required.
- 10 Hands on experience with social media management eg Facebook, Instagram, LinkedIn, Twitter, and YouTube is essential.
- 11 Proficient in Google Analytics.
- 12 At least 2 years of experience managing social media platforms.
- 13 Strong writing and verbal communication skills.
- 14 Knowledge of marketing trends and techniques.
- 15 Superb time management skills.
- 16 Experience planning and leading community initiatives
- 17 Ability to identify and track relevant community KPIs
- 18 Excellent interpersonal and presentations skills
- 19 Knowledge of online marketing
- 20 Attention to detail, critical-thinker and problem-solver.

To apply, please send your CV and cover letter to email: worldcausecoin@gmail.com