

Job Title: Community Manager (Full-Time; Jr. Level position is also available)

Company Information:

KL Communications is a fast-growing market research firm driven by innovation and dedicated to building and maintaining Market Research Online Co-Creation Communities. We conduct qualitative research through our proprietary platform in conjunction with ideation sessions, collaborative studies, and quantitative methods, to help our clients create and bring to market new products and services.

Job Description:

The Community Manager would be responsible for managing the daily rhythms of multiple online community environments including content creation, moderating, member management/communications, daily site administration, and analysis/reporting.

Job responsibilities include:

- Maintain and update member databases
- Monitor community email accounts and respond to member inquiries
- Draft and send out weekly eLetters to members across all active communities
- Develop and post interactive content that encourages participation and the development of user-generated content to ensure that the community is achieving its objectives
- Moderate community discussions and studies, and generate reports when necessary
- Participate in community activities, as yourself and avatars, to generate discussion and engage members
- Recommend and help implement suggested upgrades to the member experience
- Identify threats and opportunities in user generated content
- Support member recruitment and retention efforts, and community refreshment processes
- Manage technical community administration tasks such as workspace setup, permissions, incentive administration, and content publishing.
- Ensure website content is current, members are energized, prepare community health reports and direct the prompt administration of incentives
- Support member retention efforts, community refresh processes, and member appreciation fulfillment
- Report on successes and lessons learned from community

Job Requirements:

- Minimum 2 years of experience in community management with a marketing research supplier
- Analytical orientation; knowledge of qualitative research methods, familiarity with online qualitative techniques a plus; quantitative experience a plus
- Focus on quality control and processes, attention to detail, and motivated to excel
- Proven ability to manage multiple projects at once; highly organized and accurate
- Ability to moderate, engage community members
- Proven ability to meet deadlines while managing vendors and multiple projects at once
- Excellent communication and written skills
- Ability to synthesize data from multiple sources and draw higher level insights
- Solution-driven approach and team-oriented mindset with an eye on the big picture
- Experience in questionnaire design, data analysis, report writing
- Expertise in Microsoft Office including Word, PowerPoint, Excel, Access
- Bachelor's Degree, MBA a plus

Job Benefits:

- ✓ Competitive salary commensurate with experience
- ✓ Benefits
- ✓ Potential to work from home
- ✓ Opportunity to work with driven, talented professionals and exceptional clients
- ✓ Contribute and share in the success and innovation of a small but growing company