



Community Manager

Tradewater is an environmental project development firm located in Chicago, Illinois. Our projects are all designed to have a dual mission – fight climate change and make a profit. We believe companies with this dual mission are better positioned for growth and success in a changing economy. And we are proving it year over year.

The Community Manager will be responsible for developing and overseeing the execution of strategic social media and digital initiatives including campaigns, content creation, insights gathering and driving customer engagement.

This role is an ideal fit if you excel at forming lasting relationships with a wide variety of people and thrive in social settings. We are looking for someone who can lead targeted outreach efforts, form strategic partnerships, and engage members on a one-on-one basis.

Responsibilities:

- Community Management – monitoring, moderation, eliciting participation, nurturing and driving engagement, building momentum and adding value, ensuring questions have a response and routing requests
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Generate engaging, unique, and compelling text, image, and video content for social media accounts
- Manage public comments and customer queries in a timely, engaging manner
- Monitor and report results of online reviews and public commentary
- Build community and boost brand awareness through events and other creative marketing ideas
- Liaise with development and sales departments, keeping abreast of new products and features
- Build relationships with customers, potential customers, industry professionals, and journalists in a fruitful way
- Keep up-to-date with digital technology trends
- Perform platform management, upgrades and improvements, software know-how, features and functions, providing technical support to members and staff, bugs and plug-ins for the deployment; implementing new community features as necessary
- Network with community members and identify Community Advocates. Train and empower Community advocates to participate on a more significant engagement level
- Leverage social intelligence data to provide valuable insights in customer requests, patterns and trends.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of “Search and Social.”
- Present new ideas for product development
- Present messaging effectiveness to marketing
- Identify and answer frequently asked questions
- Identify opportunities for content creation
- Welcome new members to the Community



- Identify and develop networks within the community in support of the business goals
- Review spaces and groups for redundancy and inactivity for possible merge or removal
- Internal communication and collaboration – bridge communication between internal and external communities, where appropriate
- Service Community Admin accounts, processing emails and complaints, escalating when necessary
- Create promotions, campaigns and momentum building programs through gamification and other strategies in order to build awareness and drive adoption

Position Requirements:

- Degree in Marketing or relevant field
- Significant work experience as a Community Manager or other relevant role
- Must have SEO experience
- Past evidence of successfully launching community initiatives (e.g. promoting products online via forums, beginning an ambassador program, producing an event series, writing newsletters etc.)
- Aptitude for tracking relevant community metrics (e.g. repeat visits or inquiries)
- Excellent written and verbal communication skills Ability to work in a self-directed fashion with little to no instruction on daily work assignments
- Ability to effectively communicate information and report statistics
- Team player, detail focused and reliable

Tradewater offers a competitive salary and good benefits.

Please send a cover letter and resume to Josh Ward at jward@tradewater.us.