

Job Title: Community Manager

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 is responsible for managing the daily rhythms of multiple online community environments as well as maintaining outstanding client relationships. The Community Manager will work closely with clients to help them ensure that each community project and research design meets objectives. The Community Manager will also be responsible for working closely with a full project team on both quantitative and qualitative projects, so knowledge of both are required. Additionally, the Community Manager is responsible for content creation, moderating, member management/communications, daily site administration, and analysis/reporting.

The Community Manager is the face of KL Communications – and acts as the liaison to the voice of the customer - in the eyes of the client and therefore the position is responsible for ensuring each project runs smoothly, which includes the delivery of accurate and insightful research deliverables. Experience with online communities is a definite plus.

Job responsibilities include:

- Develop and maintain client relationships on behalf of KLC
- Make strategic recommendations to ensure best study methodologies
- Work with internal KLC team to ensure proper execution of all studies/ongoing community tasks, including but not limited to: questionnaire design, community content generation, community site maintenance, all analysis, etc.
- Analyze all data and make strategic recommendations designed to meet client's research needs
- 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
- Ensure website content is current, members are energized, prepare community health reports and direct the prompt administration of incentives
- Report on successes and lessons learned from community

Job Requirements:

- 3-7 years of experience in client and community management experience with a marketing research supplier or client-side research team
- Knowledge of both quantitative and qualitative research methods and analysis (experience with community content creation and qualitative analysis 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
- Proven record of managing and leading a project team
- Ability to make recommendations for best methodologies to meet individual study objectives
- 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 and content 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