

Role Profile & Person Specification

Job Title:	Community Coordinator
Department:	Member Engagement
Location:	Home & Office (Hertford)
Role reports to:	Community Manager

Role Profile

Purpose of Role

The IMI's online community forum IMI Connect, offers the opportunity for members to connect and discuss the latest automotive industry developments. The platform also offers an alternative support route to the IMI.

This role focusses on supporting the member experience, while driving engagement and growth. Day to day activities include moderation of the platform, identify and provide training, guidance and support to local content contributors (internal and external stakeholders) and ensuring constant activity and engagement through planned content. The coordinator will also regularly repurpose content for use on multiple social media platforms and provide regularly statistic based reporting.

Key Responsibilities:

Online Community Management (65%)

- Operate, manage and moderate the IMIs member community platform
- Work with the Community Manager to create, recommend and execute community engagement programs and action plans across the member community platform
- Act as a champion for the online member community, monitoring and reporting sentiment
- Provide direction, coaching and support to ensure internal and external stakeholders are equipped to deliver objectives as required
- Review & update online community documents
- Encourage the community to engage and see the benefit of connecting on the platform
- Monitor & implement community feedback
- Plan and deliver innovative strategies to ensure community engagement and growth
- Support line manager with day to day admin activities as required

Content creation

- Work alongside the marketing team to create compelling content for the online member community
- Responsible for majority of platform content creation: banners, posts, news, copy and visuals community scheduling content to ensure regular activity and engagement on the platform
- Ownership of a community content calendar working closely with social media lead
- Regular reports on marketing activities and their success
- Work alongside other business areas to identify content contributors for the different member segments
- Working with the Marketing and Communications and Campaign Manager, create and execute community focused campaigns to grow and nurture our membership base

Wider Management Function

(15%)

- Contributing to the delivery of the wider IMI strategy
- Report and manage risks in accordance with the IMI's Risk Management Policy.
- Maintains a strong understanding of Member Community best practice and emerging trends within the wider membership arena
- Understand the IMI's strategy and business objectives

Business Reporting, Forecasting & Continuous Improvement

(20%)

- Adhere to required performance reporting requirements as directed by the business.
- Ensure appropriate data analysis tools and processes are in place to deliver reporting requirements
- Contribute to the improvement of data collection, quality, management and usage.
- Interrogate data to identify trends, opportunities and improvements to on-line events or community services
- Takes the lead for community platforms, systems, process and policy improvements and development
- Measures the impact of initiatives and creates case studies for reporting and marketing purposes.

Key Performance Indicators:

- Project delivery milestones
- Member community engagement levels
- Platform progress growth
- Service satisfaction rates
- Number of outcomes with a positive impact

Key Relationships:

- Line manager
- Internal & External influencers
- Members

Job Context:

The job-holder reports to Community Manager

Authority Level:

Operational: Makes decisions in consultation with the Community Manager

Appoints external suppliers in consultation with the Community Manager

Job-holder has autonomy to make decisions relating to normal operating processes and policies

Person Specification

Essential Knowledge & Experience

- Membership body experience, in particular experience in community management from planning to execution and evaluation
- Experience in moderating community
- Research and action planning experience with a proven ability to investigate, evaluate and analyse information to produce actionable insight to agreed deadlines
- Excellent content creation skills using social media platforms
- Great collaboration skills

- Member and sector focussed; understands the needs of members and people in automotive, responds promptly and ensures the end-user is at the forefront of their thinking
- Ability to multitask with good time management
- I.T. / systems literacy
- Excellent reporting skills

Desirable Knowledge & Experience

- Automotive sector
- Website analytics
- Discourse community platform

Required Competencies

- A skillful verbal and written communicator, with the tact and assertiveness necessary to engage, support and brief internal and external stakeholders
- Attention to detail, logical and able to plan/schedule
- An ability to develop marketing campaign briefs to support the effectiveness and impact of the online community
- Highly organised with the ability to deal with multiple projects on an on-going basis and meet deadlines
- An enthusiastic and proactive person who can work alone on own initiative, but also within a busy team and under pressure of tight deadlines

Essential Qualifications:

- Social media or community management at level 3 or above

Desirable Qualifications:

- Marketing qualification or equivalent at level 3 or above

Other Requirements

- Hertfordshire head office/Home based
- Full time, with flexibility required to accommodate occasional event attendance
- Able to travel, sometimes overnight (UK and overseas) as required
- To undertake other tasks to support the business as required
- Must be able to occasionally travel to events and work