



Community Manager Job Description

Are you passionate about making a difference in the world? Are you confident in your skills, but itching to expand? Are you a people person who loves to make things happen? If you answered yes and are a qualified Community Manager, we would love to meet you.

We are looking for a rock star Community Manager to join our team and help grow our community. We are expecting you to be experienced in social media with a strong focus on customer service. Ultimately, you should be able to represent our brand and manage both internal and external community communications. We love to hire people with experience with a disability.

Let's Go Fitness (www.letsgo.fit)

Let's Go Fitness (LGF) is an online community for people with diverse needs. Think Peloton meets Special Olympics. Co-founded by a student with a developmental disability and his family, our community has grown organically to provide online fitness classes to individuals, schools, group homes, camps and more. Let's Go Fitness provides athletes with fun, friends and fitness while also creating a new career pathway for people with diverse abilities. We care deeply about the personal development of both our clients and our team. Working at LGF you'll be invited to grow, have a chance to show off your skills and expected to help everyone around you grow as well. If you're interested in being a part of a successful social enterprise from the ground up .. this may be the place for you.

Community Manager Duties and Responsibilities

- Be responsible for ensuring our customers and partners are raving fans of our services.
 - Build relationships with customers and partners
 - Ensure customer and partner issues are responded to and resolved effectively in a timely manner
 - Implement processes to ensure we maintain a high level of service
- Be responsible for generating leads through social media
 - Perform social media outreach by joining relevant social media groups and engaging relevant social media accounts
 - Set, plan and implement social media and communication campaigns and strategies
 - Provide engaging text, image and video content for all social media and professional accounts
 - Monitor, track and report on social media activity
 - Organize and manage online events to boost brand awareness
 - Build relationships with external community representatives
 - Work with external marketing agencies as required
- Co-ordinate with internal executive, trainers, marketing teams as well as external agencies and contractors



Community Manager Requirements

You may not have all requirements. We are willing to hire people who have taken an 'off the beaten path' approach, if the individual has the passion and skills to grow our community.

- Proven work experience as a community manager or similar role
- Hands on experience with social media management
- Experience planning and leading community initiatives
- Experience in the fitness industry
- Professional or personal experience with developmental disabilities and/or disabilities in general
- Ability to identify and track relevant community KPIs
- Excellent verbal and written communication skills
- Excellent interpersonal and presentations skills
- Knowledge of online marketing
- Attention to detail, critical thinker and problem-solver
- BSc degree in Marketing or relevant field