



Title: Online Community Manager (Student)

Reports to: Publications Manager

Status: BCIT Student

Department: Marketing and Communications

Pay Range: \$14.90 hourly

Full/Part Time: Part Time

Wage Last Amended: June 2018

SUMMARY

The Online Community Manager is responsible for updating and maintaining the *LINK* magazine website and social media channels. You coordinate with internal clients to ensure pages and their content stay current, and continually optimize them. You also make concerted effort to promote content from the print magazine and website, grow the network of contributors, followers and friends, and facilitate engagement within this community. You are responsible for shaping the aesthetics and utility of the website. Finally, you are responsible for placing and updating advertisements and running reports on their usage.

JOB DUTIES

Website

- Update and maintain LINK magazine's website
- Create, solicit and edit original content from student contributors
- Promote content and drive traffic back to the website
- Coordinate with internal clients to ensure themes, plugins, links and content are current
- Collaborate with our web developer to optimize website in terms of speed, design and layout
- Maintain advertisement addition, positioning and removal
- Run advertisement statistical reports for internal and client use

Social Media

- Post daily to Twitter, Facebook and Instagram
- Establish and reinforce brand identity and editorial voice
- Expand our reach and grow our network of followers, friends and contributors actively
- Design and activate contests and giveaway campaigns

Relationship Building, Networking and Communication

- Manage and cultivate authentic relationships with all staff and key internal stakeholders

Operational Duties

- Understand and follow all policies and procedures
- Develop templates for email blast and coordinate with internal clients to insert content
- Train internal stakeholders and provide expertise as needed
- Oversee and analyze integrity of system, including passwords and verified plugins

Other Related Duties

- Assist other staff with duties, especially when busy
- Other related duties as required

BCITSA Agent

- Maintain a professional and friendly demeanor when interacting with any internal or external stakeholders
- Understand and promote our mission and values naturally and know our basic history

Supplementary Information

- Attend all staff meetings and training sessions as required
- Must be able to focus on a digital display for long periods of time

REQUIREMENTS AND ASSETS

Requirements

- Creative
- Initiative
- Design skills
- Problem-solving skills
- Team player
- Current BCIT student
- Three months of experience in a similar role
- Intermediate proficiency using Windows and Mac computers
- Beginner proficiency using Adobe Suite

Assets

- n/a