

Community Platform Manager

Isle of Wight or remote UK based.

In 2021, we launched our Community Platform with two core objectives: to create a digital home for our Network by putting “everything and everyone in one place” and to scale our reach to work with thousands of people and organisations. The Community Platform is a digital space that offers a new channel for engaging with our audience to drive meaningful interactions at scale.

The core responsibility of the Community Platform Manager is to own the Ellen MacArthur Foundation Community - an audience of thousands of professionals working on the circular economy around the world. This will involve working directly with users (incentivising participation, moderating comments and conversations, identifying super-users) and across all internal Foundation teams (building an audience, governing the user experience, optimising content, and helping to establish metrics and reporting to judge success). The ultimate objective is to create a self-sustaining and thriving Community that helps the Foundation achieve its mission of accelerating the transition to a circular economy.

Working as part of the Foundation's Network team to create value for our network, we are looking for a team player with an entrepreneurial mindset who brings experience managing online global communities; executing audience engagement strategies; proficiency working with digital tools and digital teams, and a curious, data-friendly mind.

Role and responsibilities

Reporting to our Network Programme Manager you will be responsible for 3 key areas:

Driving Digital Engagement

- Be the host of our digital home, welcoming users, starting conversations and connecting users to relevant people and conversations.
- Be highly responsive to community members on a day to day basis to help them use the platform for their own goals.
- Maximise user engagement by connecting users to relevant Foundation resources, incentivising participation in Network Projects, and leading the thinking of the development of community experiences.
- Work across internal teams to optimise content for the Community Platform.
- Work with the Network Relationship Managers at all levels to flag relevant content and queries ie. bringing in internal expertise where needed.
- Support the integration of the Community Platform into programme and project planning.
- In collaboration with key internal stakeholders, lead the development and execution of a community engagement strategy (define objectives, develop roadmaps, and identify success indicators).
- Support Network development efforts to radically scale the number of professionals we are able to reach and engage globally.

Development

- Work with the platform product owner to bring ideas to enhance community engagement so that we can build new features into the platform development.
- Collaborate with the communications and Network team to develop and execute engagement campaigns to drive users to log in, consume and engage with content, attend events, and interact with other community members.
- Identifying super-users & set up an external community ‘champions’ group/forum to gather regular audience insights and issues.

- Define community management best practices and create guidelines to support Foundation teams with the management of their sub-community groups on the platform.
- Upskill staff across the Foundation to confidently use the Community Platform.

Tracking and reporting processes

- Gather user feedback and measure, analyse, and track community data regularly to understand community engagement and trends.
- Identify insights and stories to share with the Network team and Content team.

Your profile

- 5+ years of relationship or account management experience, working with global organisations and interacting day-to-day across all levels of seniority in a professional context.
- Experience engaging online communities through social media or digital platforms and planning and leading creative community initiatives; some product development knowledge would be an advantage.
- Experience using CRM systems (eg Salesforce) and process automation and improvement.
- Knowledge of how to develop data sets and experience with both qualitative and quantitative analytical techniques.
- Excellent written and spoken English; Spanish or Portuguese speaking would be very helpful.

Please apply with CV and covering letter to: [Barbara Calland \(barbara@emf.org\)](mailto:barbara@emf.org)

Desired starting date: asap
Closing date: 4th July 2022
Salary package: Up to £40k dependent on experience level plus generous holiday allowance (25 days plus discretionary extra days leave) generous parental leave; enhanced pension options/private health scheme after 6 months; wellbeing programme.
Location: Cowes, Isle of Wight or remote UK base but with frequent trips to our office.

What we do

The Ellen MacArthur Foundation develops and promotes the idea of a circular economy. We work with, and inspire, business, academia, policymakers, and institutions to mobilise systems solutions at scale, globally. Our mission is to accelerate the transition to a circular economy.

Our vision is a new economic system that delivers better outcomes for people and the environment. Business models, products, and materials are designed to increase use and reuse, replicating the balance of the natural world, where nothing becomes waste and everything has value. A circular economy, increasingly built on renewable energy and materials, is distributed, diverse, and inclusive.

Our commitment to you

The Ellen MacArthur Foundation is committed to promoting equal opportunities in employment and providing a working environment free from discrimination. Job applicants will receive equal treatment regardless of age, disability, gender, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation or any other characteristic protected by the laws or regulations in the locations where we operate.