

Job Title:	Community Manager	Job Category:	Marketing
Department/Group:	Marketing	Reports to:	Marketing Manager
Location:	London	Position Type:	Full Time
Date Posted	14 June 2017	Contact:	Reine Gammoh reine.gammoh@wttc.org
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EMAIL: reine.gammoh@wttc.org Subject Line: Community Manager Role		OFFICE ADDRESS: 65 SOUTHWARK STREET THE HARLEQUIN BUILDING SE1 0HR LONDON	
Job Description			
<p>The World Travel & Tourism Council is looking for a Community Manager to be the voice of WTTC on social media, managing WTTC's social media pages and communications in both directions. The Community Manager will be responsible for ensuring active and engaged communities around Travel & Tourism-related topics by managing long-lead editorial calendars, monitoring online conversations, and participating in those conversations to build brand visibility and thought leadership. The goal is to establish a presence for our brand and research as well as to integrate industry messaging into the community in a compelling and valuable way for the audiences. In this role, you will work directly with the Marketing team while reporting directly to the Marketing Manager.</p> <p>RESPONSIBILITIES</p> <ol style="list-style-type: none"> 1. Content creation – writing blog posts, articles, newsletters, communications materials, and material for social media channels. Create and follow the editorial calendar, 2. Social media marketing – creating, managing, and growing the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties 3. Community outreach – the Community Manager is responsible for community support – answering questions however they come in (phone, e-mail, Twitter) 			

4. Communications/marketing strategy – the Community Manager is responsible for:

- Assisting with the creation, conception, and presentation of the social media strategy and integrated marketing campaigns
- Communicate and coordinate suppliers, production and strategy/planning teams ensuring that community strategy supports overall brand goals and objectives.
- Enforce the Social Media Guidelines as defined by the brand.

5. Analytics – Using Google Analytics and WTTC’s other measurement tools to provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives. The Community Manager is responsible for writing, uploading, and sharing the monthly reports internally.

6. Management & Moderation

- Review user generated comments and posts in a quick and timely manner.
- Respond to comments, when appropriate, in order to foster a positive community and add value to the user’s experience.
- Escalate User Generated Content, where appropriate, to internal and client stakeholders.
- Participate constructively in inter-department and cross-service line communications.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- 2 to 3 years of experience managing social media platforms or communities for brands.
- Undergraduate degree in communications, marketing, advertising, public relations, media studies, and/or related fields.

PREFERRED SKILLS

- Actively participates in a wide variety of social media activities such as blogging, community development and management, social bookmarking, commenting, etc.
- Understanding of popular social networks – design, functionality, users
- Demonstrated ability to produce community management guidelines and documents that reflects the holistic understanding and implementation of the role of social media and its effects.
- Proficiency in PowerPoint and presentation tools and skills.
- Proficiency in social listening tools like Radian6 and/or Pulsar.
- Exceptional communication skills within a team.
- Very high attention to detail.
- Excellent verbal, written, and presentation skills.

- Experience developing and implementing tactical plans — including inspired and moderated solutions — that build and nurture online communities
- Demonstrated expertise in engaging and activating community groups
- Experience locating and engaging advocates within the community to foster dialogue
- Experience establishing metrics, gleaning community insights and reporting/recommending strategies that achieve marketing goals
- Understanding what's possible on the various platforms
- Excellent communication skills and creative writing skills
- If you have an entrepreneurial spirit, get excited about finding smarter ways to do things, and have a burning desire to be part of a winning team where you can truly make a difference

COMPANY DESCRIPTION

WTTC is the global organisation representing the Travel & Tourism private sector. Our Members are the Chief Executives of leading global Travel & Tourism companies, from all geographies and industries, including hotels, airlines, airports, tour operators, cruise, car rental, travel agents, rail, and the emergent sharing economy.

We research and communicate the economic and social impact of Travel & Tourism to governments and wider society, advocating policies which allow the sector to thrive and be sustainable. We produce annual data and 10 year forecasts for the sector's contribution to Gross Domestic Product, employment, investment, and exports at the global level and for 185 countries and 25 regional groupings.

WTTC's annual Global Summit is the leading global Travel & Tourism industry event. It brings together senior figures in the public and private sectors to discuss and debate issues affecting the sector in an open forum. The 2017 Global Summit took place in Bangkok, Thailand and the 2018 Global Summit will take place in Buenos Aires, Argentina in April 2017.

The annual Tourism for Tomorrow awards programme recognises best practice in sustainable tourism. The three-stage judging process means that the Awards are widely regarded as the highest accolade for sustainable tourism.

For more information please visit www.wttc.org