

COMMUNITY MARKETER

JOB PURPOSE

The Community Marketer is the principal ambassador for the organization with responsibilities for delivering the employer's vision within the local community. The Community Marketer focuses on cultivating positive relationships with local residents and businesses.

DETAILED RESPONSIBILITIES

- Implement social media and communication campaigns to align with overall marketing strategies.
- Provide engaging text, image and video content for social media accounts.
- Respond to comments and customer queries in a timely manner.
- Monitor and report on feedback and online reviews, and provide internal feedback on community image.
- Organize and participate in events to build community and boost brand awareness.
- Coordinate with Marketing and Communications teams to ensure brand consistency.
- Liaise with Development and Sales departments to stay updated on new products and features.
- Build and leverage relationships with customers, potential customers, and industry professionals.
- Stay up-to-date with digital technology trends.
- Provide assistance to other members of the Client Care team to achieve department and company goals.
- Maintain positive press relations and act as the face and voice of our brand.
- Manage our image in the community as well as online and offline communications in the designated market.
- Communicate news and information of interest about our organization in the most positive light.
- Promote a better and more attractive understanding of the organization with internal and external communications.
- Advise decision makers within the organization regarding the public's perception and actions to be taken to change negative opinions.
- Build and maintain relationships with individuals and organizations that can support The Company's goals. These include implementing community outreach programs, organizing events, coordinating volunteers, and developing public relations strategies that will promote the organization's mission.
- Nurture meaningful relationships with key community groups. Maintain corporate social responsibility.
- Participate in all company sponsored training classes, safety policies and procedures, and other duties as assigned.

KNOWLEDGE, SKILLS + ABILITIES

- Bachelor's degree or experience in public relations, corporate communications, journalism, marketing, fundraising, volunteer work or other community-based role or a related field is preferred.
- Basic computer skills including Word, Excel, and any other software used by the company.
- Ability to perform multiple tasks in fast-paced environment, while maintaining attention to detail and follow through.
- Professionalism, good presentation and negotiation skills are essential. Must have valid driver's license.
- Clean driving and criminal records as required by state laws for home service companies and by company insurance carrier(s)

WORKING CONDITIONS

Generally spends majority of the time attending community events, meetings, and making public appearances. Job requires frequent driving.

PHYSICAL REQUIREMENTS

Ability to lift 5-50 pounds occasionally. Job works indoors and outdoors, and is somewhat physically demanding, requiring standing for extended periods of time, lifting heavy objects on an occasional basis, and working with challenging clients/community members.

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INTERVIEW QUESTIONS/PROMPTS

Provide the candidate with an online negative review and ask them to respond to the review

Using unique opportunities (i.e. National Donut Day), create two employee engagement opportunities, and how would you, internally and externally, promote it

Have the candidate provide an example of a mock press release

What organizations are you already involved in?

Identify three local non-profit organizations in the community that might align with the company's brand story