



POSITION TITLE: Community Manager

MANAGER'S POSITION: Executive Assistant

RESULT STATEMENT: The Community Manager helps make sure The Art of Applying® brand is represented in a high-quality, consistent way across all marketing channels, so that we can generate more leads and work with more ideal clients. He or she also helps ensure that every potential client has an outstanding experience as they engage with The Art of Applying® across all social media platforms.

WORK LISTING:

- Strategic Work:**
1. Serve as the primary point person and team expert on company blog, LinkedIn, Facebook, Instagram, Twitter, and YouTube.
 2. Investigate, learn, and document company policies, best practices, and procedures related to marketing and social media management.
 3. Follow up with people who have reached out via email or social media in the last three years to see if they still need our help and encourage them to book a Quick Call.
 4. Make policy, procedures and system improvement recommendations to the CEO to help the company's social media marketing and advertising efforts run more smoothly and efficiently.

5. Take the lead on marketing and social media content development, and work with the team to implement successful marketing campaigns.
6. Keep members in the social media accounts engaged by asking questions and posting relevant information.

Tactical Work:

1. Check company social media account inboxes and profiles daily and respond to messages within one business day.
2. Monitor and moderate comments on social media accounts within one business day.
3. Consistently engage with members in the company Facebook group, Applying to Ivy League Graduate Schools.
4. Welcome new members in the Applying to Ivy League Graduate Schools Facebook group each week—or whenever we have 50 new member requests, whichever occurs first.
5. Research and recommend training for social media marketing, and then learn from the training that the CEO determines to be the most impactful.
6. Monitor performance of ad campaigns, and work with the company Executive Assistant to create tracking sheets and dashboards to track performance of ad campaigns.
7. Conduct organic outreach to potential clients on Facebook, LinkedIn and Instagram using methods such as “triage by chat.”
8. Send out customer updates from the CEO when necessary.

STANDARDS:

Position-Specific Standards

1. Work a consistent schedule of 2-3 hours per day from Monday to Friday.
2. Respond to social media inbox messages each work day. No message should go unresponded to for over 1 business day.
3. Monitor and moderate comments on all company social media accounts and the company website each work day. No comment that needs moderation should go unprocessed for over 1 business day.
4. Post at least three engaging posts per week on Facebook, Twitter and Instagram.
5. Post at least one tweet per week promoting our blog post of the week.
6. Post one YouTube video per week. It could be original content such as a recap of the week or existing content such as a testimonial video from one of our clients.
7. Kaneisha will post on LinkedIn at least once per week. Follow up with Kaneisha to make sure that she is posting original content on LinkedIn at least once per week.
8. Post welcome message in "Applying to Ivy League Graduate Schools" Facebook group each Monday.
9. Let your Manager know within two business days if you begin a training or task and believe that it is not impactful or a valuable use of company resources.
10. Once trained in "triage by chat," initiate at least 20 "triage by chat" conversations per work day on LinkedIn and Facebook using Kaneisha's account.
11. Proactively alert your Manager if and when you are overloaded with tasks or projects that exceed your allotted work hours or exceed your ability to perform excellently on, so that you can prioritize and focus on the most important projects to company success.
12. Respond professionally at all times and ensure that the company is well represented.

Company-wide Standards:

1. All work will be performed in accordance with all government laws, regulations, ordinances, and court rulings in those jurisdictions in which the company operates.
2. All work will be performed according to company policies and standards, in the spirit of the company's strategic objective.
3. All work will be orchestrated and quantified when appropriate.
4. All routine work will be documented in the online operations manual. The information included in the operations manual is proprietary.
5. All client and proprietary company information will be held as strictly confidential.
6. All telephone calls, both internal and external, will be returned within two hours whenever possible, and within one business day at the latest.
7. Immediate manager will be notified of any issues that can not be resolved, or deadlines that can not be met, within a reasonable time frame, and before the deadline has arrived.
8. All innovation will be quantified, tested, and improved, then documented for routine implementation (i.e. well-orchestrated once proven).
9. Problems with any system must be brought to the attention of the manager in an exception report so the system can be improved, within the structure of the operations manual.
10. All Policy memoranda indicating changes in policy and/or procedure will be stored in the online operations manual, until the time an updated procedure is provided.
11. Team members will provide staff assistance as requested; each team member may be asked from time to time to cover other areas of accountability and/or departments.
12. Team members will respect each other's time, space, and need for concentration. Socializing and interruptions must not impede workflow.
13. Team members will have weekly, regularly scheduled meetings with their manager.
14. Team members are encouraged to recommend ideas for the improvement of their department and position that are consistent with the company's Strategic Objective.

15. Show up to work well rested, enthusiastic, and positive each day.

DISCLOSURE:

The Art of Applying® does not intend this Position Statement to constitute or be an offer of an employment contract, express or implied. The Art of Applying® may change this Position Statement at any time. The Position-holder understands that their position is as an independent contractor and either party may terminate the contractor relationship at any time, with or without cause, with or without notice.