

## **Community Engagement Manager**

The Association for Enterprise Opportunity (AEO) is seeking a full-time Community Manager to develop, manage, and steward our stakeholders (i.e. members, small business owners, etc.) through their relationship journey with AEO. The Community Manager supports the coordination and implementation of the day-to-day stakeholder communications and engagement activities across AEO—creating a holistic experience across the organization.

This position reports to the Director of Marketing & Communications and is a team member in the Department of Strategic Engagement and Communications. The Community Manager is responsible for developing and implementing engagement strategies across AEO digital platforms, services, and tools in order to create adoption and ease of use from stakeholders. The manager is responsible for advising members on how to use new products and service offerings, with an emphasis on building their capacity to execute better, innovate faster, and partner smarter.

While reporting to the Director of Marketing & Communications, the manager will work closely with all staff members across a variety of teams to support the implementation of their specific engagement efforts. This position will be measured on the ability to grow the membership program, increase engagement throughout all channels, and increase stakeholder satisfaction.

### **RESPONSIBILITIES**

- Build a comprehensive customer journey that increases stakeholder engagement across the organization which includes a member lifecycle contact strategy across all marketing and communications channels
- Generate content and copy for digital platforms, websites, member communications including marketing campaigns (print and digital) and create distribution channels for Annual Reports, major publications, and other forms of communication
- Develop and/or generate unique online content ideas (e.g. videos, infographics, photos, etc.) that engage audience segments and leads to measurable action such as awareness raising, member recruitment, partner retention, etc.
- Promote AEO products and services through member and public relations initiatives
- Assist with organizing the annual conference and other member programs, such as webinars, product/service solution adoption strategies, online discussions, etc.
- Execute administrative tasks within the Engagement & Communications team; participate in strategic thinking and planning for program directions and initiatives

### **QUALIFICATIONS**

- High caliber writing, editing, proofreading skills – experience writing to industry professionals, peers, and/or colleagues a plus
- Strong CRM and email marketing skills - experience with Salesforce and Pardot a plus
- Knowledge of digital marketing and analysis best practices
- Strong digital skills including the ability to manage social media accounts
- Member services, online community or similar experience is required
- Must possess excellent organizational and planning skills - demonstrated ability to handle multiple projects and tasks at once

- Strong knowledge and understanding of current trends in digital media/social media
- Strong interpersonal skills and the ability to establish and maintain relationships with a large group and variety of stakeholders
- Willingness to go the extra mile to build trust-based relationships, customer and program participant loyalty, and satisfaction in all interactions
- Familiarity with non-profits, microfinance/microloans, microbusiness a plus
- Self-starter with collaborative work-style and commitment to getting the job done
- Problem-solving mindset
- Ability to work with Microsoft Office products and Google products such as Google Documents.

## **EDUCATION & EXPERIENCE**

- Bachelor's degree required; Master's Degree or 3-5 years professional experience preferred
- Ideal candidate will have experience in marketing innovative new products
- Impeccable writing, editing, and proofing skills, including experience writing for different media and channels
- Strong multi-tasking skills and attention to detail.
- Proficient in Microsoft Office, Google Analytics, and SEO.

## **SALARY & BENEFITS**

Salary is commensurate with experience. AEO offers a comprehensive benefits package and generous leave policies.

## **LOCATION**

This position is remote and may require some travel to Washington, DC for meetings and events.

## **TO APPLY**

Interested applicants should send a cover letter, resume and salary requirements to [careers@aeoworks.org](mailto:careers@aeoworks.org). Please include "Community Engagement Manager" in the subject line.