

# Community Development Manager

Email resume and cover letter to Cindy Cooper at [Cindy.Cooper@advantageresourcing.com](mailto:Cindy.Cooper@advantageresourcing.com)

Responsible for helping to build [EMC Community Network](#) on-line community engagement strategy working closely with business unit marketing, product and technical teams to build an effective community footprint across public and private domains.

Provides consulting, training and support for community managers with the following direction and support:

- Guides and develops on-boarding of new communities that attract and encourage conversation about EMC technology, solutions and programs
- Identifies tools, technologies and social media platforms that can accelerate member engagement
- Ensures that community engagement is effectively integrated with business processes including new product development, marketing and promotional programs
- Drives the analysis and active mining of community trends and feedback
- Assists in the ensuring communities include external social sites as well as EMC-sponsored domains
- Drives initiatives that leverage social networking and other technologies to increase community participation

Maintains and constantly improves ECN Inside and Admin Corner, internal community resources that support large scale community on-boarding and growth.

- Creates new self-serve tools and training modules to improve community manager competency
- Drives monthly community manager summits that encourage best practice sharing and problem solving
- Monitors support issues and feature requests to ensure community platform meets member and admin needs

Responsible for driving the value and growth of EMC's Expert program; a member reputation reward initiative that identifies and promotes highly active community members.

- Evaluates opportunities for extending the benefits and reach of existing reputation programs
- Develop a comprehensive recruitment strategy to ensure that highly valuable members are included from all strategic EMC communities
- Creates a detailed program plan, budget and roll-out schedule to implement the next generation Expert program

Drives content on EMC Community Network that promotes member discovery and engagement with appropriate communities

- Assists with maintaining the Connect community space with daily moderation and content updates
- Creates blogs, videos, tweets and other content that can be used across social media properties to drive awareness of EMC communities

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Assists with development, implementation, tracking, analysis and reporting of community health measurements.

- Helps to refine metrics that best characterize successful communities
- Supports tracking with development of BI tools, polls, surveys, interviews or other methodologies to measure and report community performance
- Participate in development of reporting processes to communicate performance to key stakeholders.
- Identify remedial actions and processes as needed.

## Critical Skills and Experience

- Solid community operational experience.
  - +5 years Social business, Web 2.0 and on-line community development and management responsibilities. Understands how to provide strategic insights to business challenges; translate into effective community plans.
- Demonstrated ability to:
  - Build online interaction among members of a large-scale technical community around novel and complex technologies.
  - Coach teams to translate business priorities into objective-based community activities, develop and manage the schedule of activities.
  - Create new content types: video, wikis, serious games, micro blogging
  - Identify/repurpose content streams; transcripts, articles, surveys, web seminars, podcasts, wikis, blogs, etc.
- Proven complex project management. Hands-on capability.
  - Ability to set priorities and manage expectations across multiple constituencies and management levels. Able to understand big picture as well as create and execute detailed processes and plans. Effective working within a flat/networked organization. Works well in a collaborative environment; knows how to build and maintain excellent relationships with multiple functional groups. Ability to coach and mentor others.
- Proven history of developing new, sustainable processes. A self-starter with the willingness and desire to act as an individual contributor as well as a team leader to get a job done.
- Web 2.0 marketing experience.
  - Understands how to purpose communities to build positive brand engagement while offering members a ‘sales-free’ experience. Able to work with marketing and sales organizations to integrate and align Web 2.0 community; identify ways to use community members to extend brand effectiveness.
- Makes communities actionable and measurable.
  - Strong analytic background is a plus to ensure that EMC is able to assess health and business value of communities. Facile with quantitative and qualitative data, ethnographic approach to meeting customer needs.
- Excellent writing and oral communication skills, the ability to self-motivate, take initiative and manage teams.
- Senior technical and B2B marketing and product management experience is a significant advantage. Must be proficiency with all forms of digital media and Web 2.0 technologies.