

Online Community Manager

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EMC provides online communities for developers, customers, and partners who use EMC Documentum and Information Governance products and technologies. These communities contain a number of expanding resources including technical articles, code samples, discussion groups, and free Developer Editions of select products. Due to extraordinary growth in the amount of content and the number of members, EMC requires a full-time Community Manager to steer the communities towards the next level of member engagement. The position is based in Pleasanton, CA.

The Community Manager will foster community involvement and encourage conversation about the technologies, applications, and solutions provided by EMC's Information Intelligence Group. These communities bring together Documentum customers, employees, and partners in an online environment, and encourage open feedback and participation across all groups. This position will work closely with the Social Media manager.

The primary goal of the Community Manager is to increase participation in the communities by customers, partners, and EMC employees. In particular, the Community Manager will focus on increasing the amount of member-generated content, in the form of blogs, articles, video, and discussions. The Community Manager will work closely with Product Managers and Product Marketing Managers to stay informed about new product releases and new technology developments in order to effectively map out an activity plan which ensures that the community pages are constantly fresh, useful, and engaging for community members.

This is a hands-on role for someone to have a real and visible impact on the quality of EMC's relationship with its partners and customers alike.

Responsibilities:

- Lead the day-to-day operations of the hosted community in conjunction with internal community owners.
- Establish metrics to track progress against community objectives.
- Map out a plan for improving the structure of the IIG communities that will increase participation, content visibility, and member satisfaction, as well as ensuring that the community provides a resource for researching the benefits and capabilities of Documentum products.
- Develop member recognition and reward programs that will encourage participation and recognize valued contributors.
- Develop training materials and guides to assist members with finding, navigating, and creating content.
- Assist with loading and promoting of sponsored content created for the community by various product and support teams, including product marketing, product management, support, engineering, education, and consulting.

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Community Development Manager

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- Serve as the primary point of contact for multiple Documentum communities and provide best practice guidance in the areas of content and service development, event programming, online facilitation, member outreach, etc.
- Develop online and interactive activities and initiatives that use community, social networking, and other technologies to increase community participation.

Requirements:

- Active participation within an existing online community is a must, preferably a B2B community.
- Familiarity with the features of leading web communities (the good precedents).
- Overwhelming passion for today's social networking and collaboration technologies.
- Specific experience identifying and utilizing appropriate content streams: transcripts, articles, surveys, web seminars, podcasts, wikis, blogs, etc.
- Strong interpersonal and leadership skills with a desire to work cross-functionally and in teams.

Nice to have:

- Able to work productively with a process-oriented team.
- Software development experience.
- Experience building online interaction among members of a large-scale technical community.
- Experience in Online Product Marketing / Management, Communities or Self Service Support Programs in a high tech company.