

Sr. Manager, Community Strategy & Ops

Submit resume and cover letter via the [EMC Applicant Tracking System](#) to Job Code 59488BR

Are you a passionate, outgoing individual who thrives connecting with customers and driving the online conversations about a brand? Do you have experience creating and managing online communities? Are you immersed in channels such as Twitter, Facebook, YouTube and LinkedIn? EMC is seeking an experienced candidate to join the newly formed Social Media Engagement organization; a group tasked with fundamentally transforming the way EMC engages and communicates with our audience.

As the Sr. Manager, Community Strategy, you will be responsible for defining and executing EMC's overall community roadmap. Qualified candidates will have a proven record of customer engagement across the social web, deep knowledge of online communities and social networks, experience managing and growing large B2B communities, great cross-team collaboration skills and a passion for technology. The successful candidate will lead EMC's internal and external community strategy, developing and maintaining relationships with employees, customers, partners and prospects to drive broad reach and a deeper connection to the EMC brand and products.

Responsibilities:

- Manage EMC's primary community offerings, the EMC Community Network (external) and EMC|ONE (internal). Individual will be responsible for defining the overall community strategy, aligning with EMC's social strategy, and ultimately executing towards the vision.
- Create and sustain a model of enablement, ultimately providing the tools, skills and techniques necessary for EMC divisions, product lines and geographies to effectively connect with their audience via community. Maintains a set of community best practices to help ensure vibrant conversations, a consistent tone of voice, and an intuitive experience across the offerings.
- Constantly monitors community activity across the EMC portfolio of offerings, ensuring consistent, vibrant and engaging representation from strategic areas of our business. Monitors for and reacts to hot issues or opportunities within the community, and serves as a connector to business stakeholders as appropriate.
- Applies creative thinking and voice of the customer to identify opportunities to enhance the community offering, keeping EMC well poised as a leader in this space. Partner with peer groups to identify opportunities to leverage community offerings as part of more traditional communications or tactics (products launches, press releases, etc).
- Manage a centralized team of community practitioners, ultimately tasked with helping to define, enable and support community activity from across EMC.
- Drive user requirements into community tools and platforms

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Requirements:

- Bachelor's degree (BS or BA) in a related field (e.g., Marketing, Customer Service, Operations, etc.) with 8 – 10 years business experience.
- Highly socially active and comfortable engaging in online conversations with brand advocates and detractors.
- Prior experience with community management or social media campaigns (online communities, web forums, social networks, etc.)
- Strong knowledge and understanding of social media and online community sites and tools, and how they can best be leveraged.
- Ability to work cross functionally.
- Comfort dealing with ambiguity and influencing without authority.
- Outstanding communication skills, with the ability to communicate equally effectively to customers and executives.
- Creative, diplomatic, cool under pressure and good interpersonal skills.
- Strong project management and/or organizational skills.

EMC is an Equal Employment Opportunity employer that values the strength diversity brings to the workplace.

EMC does not accept unsolicited Agency Resumes. EMC will not pay fees to any third party agency or firm that does not have a signed "EMC Agency Fee Agreement."