



Straight Talk About Community Manager Tenure

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MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



Our goals

Why this panel, why now?

Who we are

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The Community Management Ladder

Coordinator

Manager

Strategist Lead/Senior Manager

Director

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Community Coordinator

Working knowledge of social channels

Understanding of online communication

Good customer service mentality

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Community Coordinator

Thick skin and a sense of humor

Excellent writing skills

Professionalism

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Community Manager

Media trained

Business acumen

Social Metric reporting tools

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Community Manager

Ability to establish and report on KPIs based
on the life cycle of online communities
Knowledge of industry best practices



Community Manager

Expert in Social Media channel management
Knowledge of Agile and Waterfall
development practices

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Community Strategist/Senior CM

Data driven community strategy development

Team building and management

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Community Strategist/Senior CM

Business acumen

Cross team collaboration and communication skills

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Director of Community

Understands the intersection of Marketing, PR
and Community

Executive level communication skills

Budget and fiscal planning skills

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Helpful Resources

tinyurl.com/CMBagofHolding

(Books, tools, and more)

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Thanks for coming!

(Now go have fun at the rest of GDC!)

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