

Job Title: Senior Community Manager



Job Type: Full-time
Salary: Commensurate with experience
Location: London (Angel Islington office)
Last updated: 2 January 2019

Job Description

We're looking for a hard-working Senior Community Manager who is proactive and ideally passionate about football. This is a 'once in a lifetime' opportunity to work on a ground-breaking project for a well-known football organisation.

To apply, please send your CV and a covering email including salary expectations to jobs@sevenleague.co.uk

Further Information

- Interviews to take place initially via phone or video call with a final round interview in Seven League offices in North London
- **Desired start date:** January/February 2019
- **Location:** Work would largely be performed in Seven League's North London offices
- **Please note:** This project will require work outside standard Monday to Friday, 9 to 6 business hours. The Senior Community Manager will be expected to show flexibility to meet project demands

Seven League

Seven League is a fast-developing and award-winning digital consultancy specialising in sport. We have a wide range of clients, national and international, reaching all sectors of the sports business – from venues to teams to governing bodies and sponsors. We work with some of the world's highest profile sports tournaments, organisations, clubs and events.

We provide consulting services focused on accelerating our clients' digital performance. Our mission is to transform the connections between sports, sponsors and their fans.

Our key areas of expertise include:

- Business Transformation: digital strategy development, commercial valuation, performance monitoring, localisation, research & insight
- Content: strategy, creation and management
- Technology: service design, strategic partnerships, tech triage

We operate primarily in Europe however there is a growing demand for the company's services internationally.

Key client portfolio: FIFA, UEFA, NBA, NFL, Tottenham Hotspur, FC Barcelona, the Premier League, Leicester City, Juventus, Gfinity, Great British Racing, Green Bay Packers, Newcastle United, British Canoeing, England Netball.

The Job

Title: Senior Community Manager

Role Overview & Responsibilities

We have a team of Community Managers who are each responsible for a collection of country squads of fans. This is Community Management but not as you know it. This is more than just creating a content calendar and responding to posts in our private Facebook groups. This is about knowing your countries and members inside out, being quick to jump on trending topics, analysing what content is the most inspiring and coaching our members in the creation of their own content. As a result, we need a strong, creative and entrepreneurial Senior Community Manager who can lead by example and enthuse the Community Managers to deliver the very best experience to their communities.

The Senior Community Manager is responsible for the management of the Community Managers, driving the overall strategy for the development of the Fan Movement community. They will be supporting their team in the creation of comms plans, measurement of performance and growing activity levels from each member.

The Senior Community Manager will report directly to the Seven League Project Manager responsible for the overall Fan Movement project.

Your key responsibilities will include:

- Establish a system for monitoring Fan Movement communities for activity levels and engagement;
- Provide training and oversight for Community Managers supporting the Fan Movement project
- Develop strategies for increasing activity levels and engagement across the fan movement
- Oversee the creation of a content calendar and challenge plan for Fan Movement
- In consultation with the project team, provide guidance to Fan Movement members on social "Tips and tricks" to improve their social media content performance

- Develop a toolkit for Community Managers to use when answering any questions or concerns from Fan Movement members within established project SLAs

Personal skills, Education and Training

Essential

- Passion and interest in global football
- Excellent customer service and people skills
- Experience of managing and developing a team
- A minimum of four years' experience working with sizeable, international social media audiences; ability to moderate online community conversations
- Strong organizational skills, including attention to detail and ability to prioritise
- Good written and oral communication skills in English
- Experienced admin user of all major social media platforms (Facebook, Twitter, Instagram, YouTube), and key understanding of what content works for each platform
- Comfortable adopting consistent messaging and tone across communication channels
- Ability to produce and interpret quantitative reports and develop operational strategies to take action on performance trends (both positive and negative)
- Ability to engage with and manage emerging online influencers

Desirable

- Knowledge of project management tools – e.g. Google Suite, Asana, Dropbox
- Written and oral communication skills in Arabic and/or German or other foreign language will be a huge advantage
- Competency with Microsoft Office products

Personal

- Bright and intelligent, curious and questioning
- Hard working, flexible and adaptable
- Willingness to be flexible in approach to achieve desired outcomes
- A commitment to continual professional development
- An interest in social media and/or influencer marketing

The Package

Salary: Commensurate with experience (please indicate desired salary on your application)

Holiday: 20 days (not including bank holidays and public holidays, increasing by one day per year of service, to maximum 25 days)

Other benefits:

- Tax-free cycle scheme
- Performance and salary review on the annual company cycle

- Half mobile phone-bill and full home broadband paid
- Being part of a challenging and high-profile global company with a great and growing reputation