

Community Engagement Manager



- **Full time contract**
- **Flexible working considered for the right applicant**
- **Start date February 2018**
- **Application deadline 19th January**
- **Reporting to: Head of Product**
- **Salary £22-24k**

The SRA is growing the number of sustainable places to eat in the UK, and making them easier to find and enjoy. We exist to help restaurateurs build sustainability into business, for foodies to make sustainable choices, and for the planet. By providing a wealth of knowledge, support, tools, resources and accreditations, we make that happen.

Our Food Made Good community is a unique online platform where all of our members are encouraged to ask questions, share best practice and discuss key topics in a non-competitive environment. **The Community Engagement Manager's role is to make the community a thriving place that delivers value to members, and change in the sector.** You'll focus on driving engagement with the online community, and ensure our members benefit from the resources available.

You will be the main support contact for users, as well as the 'voice' of the community within the internal team. Your conclusions will help to develop our membership product.

Core activities and responsibilities:

- Help to develop improvements to the Food Made Good community, influence the decision over technology, strategy and aims
- Manage the day-to-day functionality of the community platform, and its links to our other websites
- Grow the membership size, activity and links between the community and our operations
- Help members and suppliers to come together both online and through our programme of offline events
- Promote and encourage existing and new member engagement; getting them on-board, delivering value and maximising their experience
- Ensure our members complete their annual online rating survey and benefit from ever-improving ratings reports and content tailored to their sustainability goals
- Prompt and encourage content development within the community, including discussions, replies and responses, and the management of member-generated content that supports our themes
- Assist the marketing team in developing priorities and promoting campaigns, overseeing regular updates to member communications and content plan
- Understand member needs, and feedback information from the community to the team
- Carefully monitor and maintain member attrition; proactively work to identify less-engaged members and re-establish dialogue

Qualifications / Person Spec:

Required:

- Experience in a customer facing role, ideally in the hospitality industry or in a membership organisation, with demonstrable evidence of having made a positive difference to customer satisfaction
- A personable, confident approach to customer interactions, unafraid to pick up the phone and build meaningful relationships
- A good communicator with a knack for understanding people
- Experience using Salesforce or other client database and an appreciation of the importance of maintaining a clean dataset in order to monitor and measure success
- A confident user of online technologies with the ability to quickly adopt new apps and business process
- Highly adaptable with experience working as part of a busy team, taking responsibility, proactively identifying and managing situations where needed
- Demonstrable interest in sustainability issues in the hospitality sector and a desire to learn much, much more

Desirable:

- Experience using or developing a Salesforce/other online Community

To apply:

Visit www.thesra.org/jobs

You must be available to start from February 2018.

Please send a CV and brief covering letter outlining how you meet the specific requirements outlined in the person spec to Jobs@thesra.org

Successful applicants will be asked to a telephone/Skype interview from w/c 2nd January.

Closing Date for all applications: 19th January, however you are encouraged to apply early as candidates will be reviewed on an ongoing basis through January.