

Townsquared Community Manager

Help us revolutionize the way local businesses work.

www.townsquared.com

Local business owners are passionate people who take an enormous risk to pursue a dream. They are an irreplaceable asset to our communities, fueling economic growth, creating jobs, and making our cities and towns better places to be. We are humbled by the enormity of challenges and unanswered questions they face every day. Our vision is to empower local businesses by providing easy access to a community full of answers just outside their doors.

Townsquared is the only online network that allows only local businesses and independent professionals to connect privately. Members have access to all of the other businesses in their local neighborhood to ask and answer questions, post events, find partners, and ultimately build thriving businesses.

Who we are:

We are a Series A funded startup (August Capital, Floodgate) in the heart of San Francisco with a diverse team of driven people at the intersection of design, smart data, and social good. We are offering the opportunity to use your energy, creativity, and talent to design and build a product enabling economic change and affecting people in a real way. We are all about agile, speedy, and iterative improvement done in small teams. We take chances and everyone owns their work!

What we are looking for:

We're looking for a person with a deep passion for community building and helping small businesses succeed. You will be responsible for building and executing on a strategy that turns TownSquared into an online extension of the physical communities in which local businesses operate. As a Community Manager, you'll be on the frontlines with business owners who rely on TownSquared and in turn will rely on you. A strong sense of empathy and keeping them at the center of your work will be critical.

Overview:

The Community Management team is responsible for establishing and implementing strategies to help create and maintain value for business members on TownSquared through connecting them and facilitating communication. They do this through first and

foremost by developing relationships with our members. The community team utilizes general member engagement techniques including events, member support, and member education, as well as the development of special programs, and input into the product that will improve the ability for members to connect and communicate with relevant members of the TownSquared business community. Finally, the community team in conjunction with the marketing communication team provides an avenue for meaningful member stories to be told and distributed through PR and to the TownSquared membership.

Responsibilities:

- Conduct customer research and interviews to develop value proposition and narrative of the community. Develop deep relationships with business members that you can utilize to better understand their needs and drive engagement.
- Develop customer journey and create communication archetypes for business owners and their staff (e.g. neighborhood, industry, staff, hottopics)
- Create and execute on events that educate and endear newly signed up members of TownSquared to their community and the possibilities of TownSquared for them
- Collaborate with the marketing team on the creation of educational webinars and events that are relevant to the whole TownSquared membership and different segments as appropriate.
- Create and execute on a plan to support TownSquared community member's use of the mobile and web platform.
- Create and drive the execution of a community "playbook" including on the ground efforts, educational events, and knowledge based webinars and materials.
- Scale community "playbook" and work with City Teams to both deploy these in both newly launched cities as well as ongoing nurturing of already launched cities.
- Work with product team to incorporate member feedback in the form of both direct observation/stories as well as data-driven insights from the usage of the core product.

Success in this role is measured by:

- Number of meaningful relationships built with TownSquared business members.
- Attendance and engagement of educational events and success of other strategies that welcome new members to TownSquared communities.
- Attendance and engagement through neighborhood, city, and regional in-person events.
- Number of launched and engaged topics in a launched city.
- Quality of and response time to user support requests.

Skills short list:

- Ability to translate idea to action and execute quickly;
- Strong problem solving and analytical skills;

- High tolerance for ambiguity and an ability to adapt quickly;
- Excellent written and oral communications skills;
- Strong marketing intuition; and
- Bachelor's degree and 4+ relevant experience in marketing, online community management, or a related field.

Why work with us:

- Help shape our product and company culture
- Form deep connections with local businesses and receive incentives to shop locally
- Work in a beautiful office in a vibrant San Francisco neighborhood
- Medical, dental, and vision for you and your family
- Flexible vacation and holidays
- 401(k) plan
- Continuing education allowance
- Commuter benefits
- Free catered meals / fully stocked kitchen with drinks and snacks
- Your choice of Apple computer and accessories

What we need from you:

Please complete the application form on www.townsquared.com/jobs. Include in your cover letter examples of community management work in the past (social feeds, blogs, engagement programs, etc).

Townsquared is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, creed, religion, gender, age, disability, veteran status or any other legally protected characteristic. Minorities and L/G/B/T/Q are strongly encouraged to apply.