



Rubicon
International

EMPLOYMENT OPPORTUNITY

COMMUNITY MANAGER



ABOUT RUBICON

Rubicon International is an educational technology services firm known for its leadership in the field of curriculum management. Using Atlas, the curriculum management program developed by Rubicon, the firm partners with public and independent schools throughout the world to plan and implement Web-based curriculum mapping. Rubicon is committed to being a world-wide leader in making a difference in teaching and learning. The Atlas Education Centre, located at Rubicon's offices at the World Trade Center in downtown Portland, is the first educational and training facility devoted entirely to curriculum development and the sharing of best practices.

Interested candidates should email a resume, cover letter and 3 references to:

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The Community Manager will implement Rubicon's Educational Community Strategy, managing engagement and interactivity with its audience, and fostering community spirit. This role coordinates with the internal product development, professional development/training and marketing teams to support their respective missions, ensuring consistency in voice and cultivating a strong community around the brand.

In short, the community manager will serve as the community champion, both internally and externally.

RESPONSIBILITIES

- Implement an online community strategy, coordinating with stakeholders across Rubicon to ensure its effectiveness and providing superior quality of client service and support to our community with the help of various communication tools
- Work with the product development team to ensure the community platform (for ex. forums, blogs, moderation tools) are kept up to date and functional, as well as influence the roadmap by collating user feedback
- Generate compelling editorial content and manage a schedule of webchats for the site communities to engage with, and lead them into contributing their own high quality submissions across the entire suite of tools available
- Manage communities located in social networking sites including Facebook, Twitter, and other similar social media outposts
- Act as an advocate of Rubicon in the brand's community and as the advocate of the community within Rubicon, engaging in dialogues and answering questions where appropriate
- Build an active community leader network
- Monitor effective benchmarks and metrics for measuring the growth of the community, and analyze, review, and report on effectiveness of new initiatives
- Regularly provide insights gained from community monitoring to the marketing, professional development and client teams, to help them evolve their strategies in a timely fashion.
- Monitor trends in online community/social media tools, sites and applications

REQUIRED PROFESSIONAL SKILLS

- Deep understanding of the educational community
- Strong project management or organizational skills
- Creative, diplomatic, cool under pressure and fantastic interpersonal skills
- Passion and active participation in both social media and online community platforms and their respective participants (Forums, Blogs, Photo Uploads, Profiling etc.) and how they can be deployed in different scenarios
- Knowledge and a desire to stay abreast of current educational trends around the world
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships across the organization and with clients
- Have a strong focus on client service