

Hoozip Community Manager

Job Description

Hoozip provides community building software for real estate gurus. That's right! The guys and gals that train people on how to get started investing in real estate use our platform to build communities. This is a special bunch and these leaders/coaches develop tribes that are extremely loyal. We are seeking a Community Manager to help us continue to grow our clients' communities on our white labeled platform. We are looking for an individual who speaks in hashtags, loves pinning on Pinterest, checking what's trending on Twitter, and interacting with others on Facebook and Instagram.

In this role, you'll effectively act as Community Manager in residence at Hoozip. You'll be the subject matter expert that the gurus come to as they launch their Hoozip communities. Your role is to monitor conversations and build relationships with members of the community, and to report feedback and insights from the communities to the product team.

You'll interact w. group admins (the guru) as well as their individual students. You will answer customer service questions and get the word out in relevant places (e.g. review sites, interest groups) that will help us become the go-to site for people looking to build REI communities.

You know how to "cold call" a tech writer, find the right subreddits to become part of, lurk in the comments sections of the relevant FB groups and sweet talk an influencer into giving a shout-out for our users building the most innovative communities. You'll also advise on content creation and getting their users to achieve "magic moments" as quickly as possible to increase engagement. You'll administer email campaigns to share best practices for stoking and sustaining an active group. We are seeking a highly motivated individual with a track record of success in customer service, community management, and creative writing/content development to join our small but immensely talented and energetic team.

Main Responsibilities

- Learn the functional capabilities of the Hoozip platform. Become subject matter expert;
- Train group admins on how to train their users on key aspects of the system;
- Jumpstart conversations when appropriate within user forums;
- Like relevant comments and facilitate connections between users;
- Like deals posted in users' branded marketplaces and share to LinkedIn, Facebook and Twitter;
- Respond to all comments on assigned social media sites ASAP;
- Start conversations w. relevant users on Twitter and Instagram
- Actively employ community growth tactics daily to achieve follower growth goals for each client
- Discover community needs, build and manage pool of influencers per platform, provide "white glove service" to VIPs;
- Use social media listening software to manage up to 10 clients
- Observe and document most common behaviors within our customers' portals

Qualifications/ Requirements

- 2-3 years of professional experience working in mobile/digital with demonstrable success in PR outreach and social community engagement; direct experience in real estate industry a major plus
- Understanding of general marketing concepts and principles;
- In depth knowledge of social platforms: Facebook, Twitter, Pinterest, Instagram, and LinkedIn;
- Strong organizational and communication skills;
- Ability to provide creative input and suggest different ways to grow a following for our clients;
- Great cross-team communication skills.
- Ability to speak on behalf of the client to their entire membership and use the brand voice appropriately.