

Community Manager Contractor



Project Brief

About Be the Business

Be the Business was established in 2017 to help companies across the UK improve their productivity and competitiveness. Following the coronavirus pandemic, we now focus on being the movement for recovery – helping small and medium sized firms rebuild and return to growth.

We know the UK has some of the best performing firms internationally – but we also have a long tail of those who could improve. This is especially common across small and medium-sized businesses. We know that improving technology adoption, and management and leadership in British firms could make a major difference to our economic performance and help the country rebuild.

Be the Business helps businesses improve their practices and is leading a national campaign to focus government, industry leaders, and business groups on this challenge. A major element of our campaign is the creation of a Facebook community designed to foster the sharing of best practice, hints and tips of what works, experience in rebuilding and repairing small and medium sized businesses.

It is chaired by Sir Charlie Mayfield (former chairman of the John Lewis Partnership) and supported by government and the some of the country’s most prominent businesses – including Facebook, Rolls-Royce, GSK, Amazon, and Accenture.

Project overview

In July 2020, Be the Business launched a new Facebook group and chatbot to support small and medium sized businesses with their recovery efforts.

We’re looking for an experienced Community Manager to support our SME Engagement Lead with managing content, the group’s culture and community, as well as supporting the growth and reach of our chatbot Messenger application.

You will be helping to develop and implement our community engagement strategy for business leaders by creating content, engaging with and inspiring group members and strengthening our connection with the business leaders we support.

If you have worked as a corporate Community Manager with brands/nonprofits and you are passionate about building and supporting communities then we’d love to meet you.

Project Scope	Project deliverables
<p>Facebook Group</p> <ul style="list-style-type: none"> Oversee content creation (internal and external partners) and manage the content calendar for our Facebook group. 	<ul style="list-style-type: none"> Monthly content plan Daily posting and moderation of comments

- Plan and execute content for our group while collaborating with internal and external partners to ensure all content meets our standards, is relevant to the needs and motivations of community leaders, and to ensure a positive experience for our community leaders.
- Support our Facebook community in events and on the Facebook Messenger bot.
- Surface and prioritise key trends and customer feedback with our Programmes, Partnerships and Marcomms teams and provide a feedback loop to help Be the Business drive high levels of engagement with group members and the broader business community.
- Handle day-to-day community moderation of multiple Facebook communities and groups as required.

Facebook Chatbot

- Support growth of our community through optimising, creating content for and supporting promotion of our Chatbot, working in collaboration with our SME Engagement Lead, Social & Community Executive and social media agency.

- Hosting exclusive live events in collaboration with our Networks & Innovations and programmes teams.
- Produce content that links our Chatbot to our Community and vice versa.
- Produce a monthly report outlining content with most engagement and key trends and customer feedback.
- Daily chatbot performance report

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Timings

Submission for consideration

To be considered please submit a project proposal which includes the following details to our team at careers@bethebusiness.com by 5pm on Thursday 10 September, 2020.

- Visit the [Rebuild site](#) and submit a proposal for how you would [manage our community](#). We would like to see a two-week content calendar along with an outline of tactics you will employ to manage growth and engagement.
- Your experience working with insights to report on community management.
- Your experience in community management for a brand, business or non-profit.

- Previous examples of content you have created.

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Timings

We expect the initial project to last for four months.