



Community Manager – Part to Full Time

The Initiative for Financial Wellbeing is not for profit membership organisation that engages with financial advisers, planners and coaches, both individuals and firms, who want to understand, share and implement best practice in financial wellbeing.

We act as the forum for discussion and debate, through a series of regular events, regional meetings and learning programmes.

To improve engagement with existing members and to secure new members, we are looking for an experienced Community Manager, in a part to full-time, self-employed capacity.

Working as part of a small, friendly team, this role will be home based, as we all are! Initially 1-2 days per week, although more time will be needed as the community develops.

This is a community development role working with both individual and Partner members, being the first point of contact and encouraging referrals and further engagement by acting as the bridge between the IFW and the membership community.

The objective of the role is to create new memberships and improve communications between the members and the IFW, acting as the brand ambassador, engaging with potential members and building relationships with existing ones as the account manager.

Main Activities of the role

- Engage with individual and Partner members as the first point of contact
- Plan and implement business development and communication campaigns to drive and expand membership
- Respond to members in a timely manner
- Monitor, track and report on feedback and online reviews
- Organise and manage events to boost brand / message awareness
- Coordinate with Marketing function as necessary
- Build relationships with members, industry bodies / influencers and journalists

Community Manager requirements

- Proven experience as a community manager or similar, dealing with sponsors / corporates
- Experience of planning and leading community initiatives
- Ability to identify and track relevant community KPIs
- Excellent verbal communication and writing skills
- Excellent interpersonal and presentations skills
- Knowledge of online marketing practices
- Attention to detail, self-starter, critical-thinker and problem-solver

If this sounds like you, please send a cv and covering letter telling us why you are a great fit for us and this opportunity, to our CEO at: nick@ifw.org.uk

Further details on the IFW at: www.ifw.org.uk