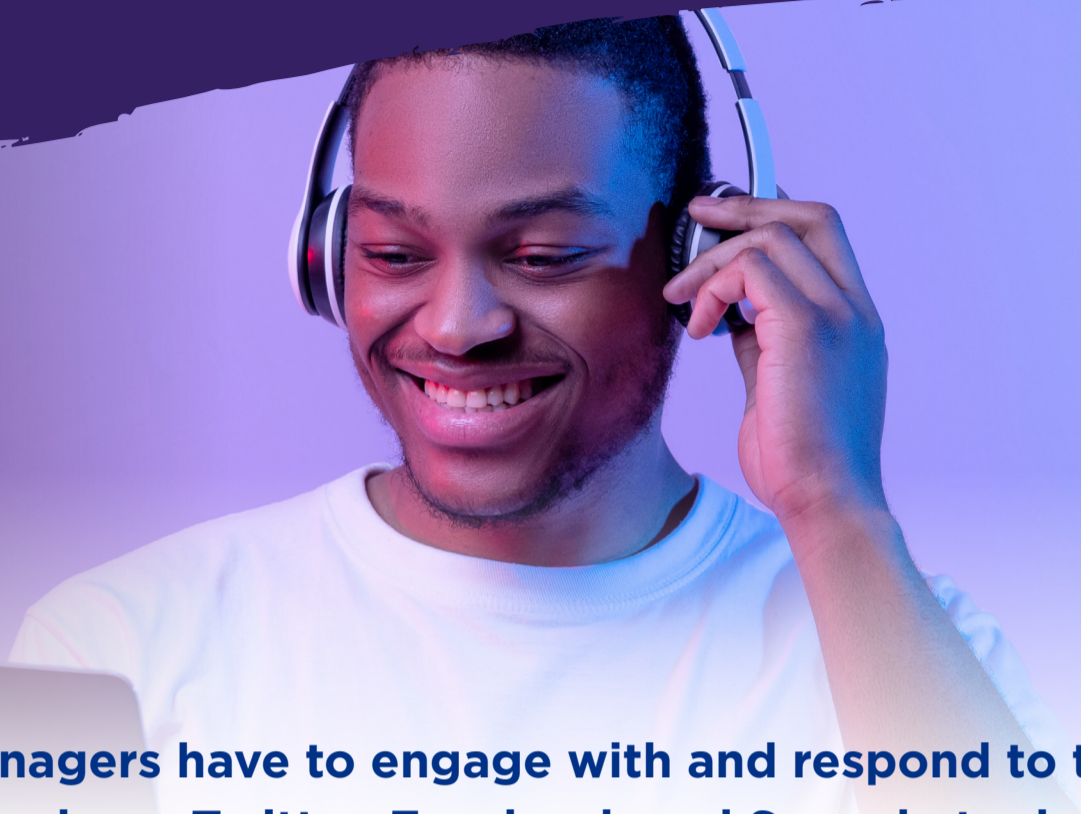


COMMUNITY MANAGER



Community Managers have to engage with and respond to the community on social media, for example on Twitter, Facebook and Snapchat, plus platforms including YouTube, Reddit, blogs, websites, Twitch and forums to name a few. Community managers will usually work closely with the PR and marketing teams, or be a part of this team themselves, as what they do can influence how the audience feel about a product or brand. Because of this, they may be required to write press releases, conduct interviews and post regularly on social media. They will also need to



SKILLS NEEDED

- Organisation
- Team Player
- Communication
- Analysing and Evaluating
- Creativity
- Product Management
- People Centred



HOURS

Community and social media management is usually a 9 to 5 role, though bigger brands may will expect a team to hold the fort between them, and answer questions at most times of the day.



SALARY

Salaries vary, but expect junior positions to pay nearer the £20,000 mark and more senior managers to earn between £35,000 and £40,000 or above. Some streamers offer analysis services, charging anything from £20 to £100 or beyond for a report.