**MoneySavingExpert.com**

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| **PART 1: ROLE DESCRIPTION** | |
| ROLE TITLE: Digital Community Executive | |
| REPORTING TO: Forum & Community Manager | DIRECT REPORTS: 0 |
| DEPT/SECTION: Forum | TEAM SIZE TOTAL: 4 |
| **OVERALL PURPOSE OF ROLE:**  MoneySavingExpert.com is the UK's biggest consumer website with about 15 million users a month. The site's dedicated to cutting your bills and fighting your corner with journalistic research, cutting-edge tools & a massive community – all focused on finding deals, saving cash & campaigning for financial justice.  As Digital Community Executive you will immerse yourself in our hugely popular social network to research trends as well as users’ views and experiences. You'll come up with ideas for new editorial content, tools and ways to improve and enhance our forum. You will also support our in-house legal and abuse teams to research forum complaints and update senior staff.  Above all, we are seeking a motivated community and social media savvy researcher, who can combine overall direction with a proactive approach to making our forum the best MoneySaving experience it can be. | |
| **MAIN ACTIVITIES/TASKS**   * Moderate forum posts and remove content which is defamatory or spam * Working closely with our abuse and legal team to help manage reports from our forum, as well as dealing with them appropriately * Ensure forum posts are listed within the correct thread and make changes accordingly * Directing users to relevant main site guides and tools to boost traffic to key areas * Promote and grow forum membership, identifying ways to promote and drive traffic and membership to the community forum * Assist with community content for the weekly email, eg, discussion of the week, FAQs, etc * Regularly auditing our forum to spot trends and popular user-threads, posts and topics. Suggesting ways to use this content to enhance the forum and main site. * Managing our forum’s social media channels to promote user content and attract new users * Developing a good relationship with our Editorial team to suggest ideas and content from the forum that could help with PR * Developing a good relationship with our Deals team to ensure we never miss a bargain or offer * Drafting text for announcements, posts and editorial content as required * Helping to develop a house style our forum users will find easy to understand and benefit from | |
| **ACCOUNTABILITY/RESPONSIBILITY**   * Dealing with abuse issues promptly, in line with internal deadlines * Providing the legal team with information required * Managing Zendesk (incident logging system) * Promoting a welcoming and engaging environment within the forum * Developing a reliable, respected and proactive MSE presence on our forum * Improving the usability of the community forum through your experience of industry best practice * Growing traffic to the forum * Growing traffic from the forum to the rest of the MSE site | |
| PART 2: ROLE REQUIREMENTS | |
| **REQUIRED KNOWLEDGE & SKILLS**  **Essential**   * Excellent written/spoken English * Eye for detail * Passion for MoneySaving * Creative, with strong writing skills * Comfortable relying on own initiative * A natural storyteller * Social media savvy * Understanding/empathy for occasionally sensitive subject matter * Educated to degree level   **Desirable**   * Experience of Zendesk or similar incident logging system * HTML knowledge * Google Analytics skills | |
| **EXPERIENCE**  **Essential**   * Experience of working within a social, forum or online community team * Degree or relevant experience within marketing, social media and/or journalism * Interacted directly with users   **Desirable**   * Experience of working as part of an Agile project * Experience of conflict resolution * Experience of building engagement in an online community | |