



Job Title:	Online Community Manager
Reports To:	Chief Operating Officer
Status:	Full-Time
Location:	Aliso Viejo, CA
Date:	January 2019

[Global Genes](#) is a 501(c)(3) nonprofit organization working to connect, empower and inspire the rare disease community.

ONLINE COMMUNITY MANAGER

Reporting to the COO and collaborating with the marketing team, the Online Community Manager is a digital-savvy, passionate patient advocate who manages the day-to-day operations of Global Genes' online communities – with a primary focus on the RARE Portal – Global Genes' online network of rare disease patients and advocates. The Online Community Manager connects the dots for a holistic user experience, focusing on moderating and managing digital engagement to support the goals, KPIs and strategic objectives of the organization. As a Global Genes manager, you fully immerse yourself in problem-solving, draw insights from data and develop recommendations to empower the rare disease community.

Responsibilities:

Community Engagement

- In collaboration with cross-functional teams, act as the face and voice of Global Genes, managing and moderating all online community interactions and communications.
- Grow and scale online community engagement with Global Genes' core audiences on the RARE Portal – our online network for rare disease patients and advocates to connect and collaborate.
- Prioritize and manage all community contributed content including profiles, educational resources and events as well as moderate discussion and collaboration forums.
- In collaboration with the Digital Marketing Manager, manage and increase engagement on Global Genes' primary social media channels including Facebook, Twitter, Instagram and LinkedIn.
- Create and own the execution of scalable content, marketing and audience engagement plans for online communities and support the development of annual marketing plans as needed.
- Execute digital opportunities and engagement tactics, improve user experience and reward user collaboration.

- Provide technical support and customer service to the patient and advocate community both online and offline.
- Seek patient and community feedback to shape online community management practices and new functionality improvements.
- Develop a deep understanding of the rare disease patient community, understand gaps in rare disease education and advocacy and form connections in the community.
- Regularly share insights gained from community monitoring to support and optimize strategy evolution and program development in a timely manner including monthly/quarterly KPIs.
- Implementation of communication pathways including welcome series integration and push notifications.

Online Community Development

- Identify gaps in community platforms, functionality and user experience for the RARE Portal and develop and manage new scopes of work with digital agencies.
- Prioritize the continuous development and launch of new products and features to improve user experience and build value for patient communities.
- Work closely with the COO and all Global Genes teams to prioritize digital improvements and manage the development queue.
- Perform quality assurance testing for upgrades and new functionality releases.
- Stay up to date with digital technology trends and tools and make recommendations for improvement.
- Working with the Technology Manager, customize and develop CRM platforms to integrate with Global Genes website and RARE Portal to power online engagement with our patient community.
- Manage site privacy policies and security compliance globally.
- Maneuver effortlessly between a variety of platforms, administering, moderating and building connections between communities.

Qualifications & Skill Requirements:

- Bachelor's degree in Computer Science, Marketing or related field
- Minimum of three to five years in a related technical role; at least three years CMS and social media experience
- Proven work experience as an online community manager required
- Hands-on experience with social media management required
- Nonprofit program or healthcare patient advocacy experience preferred
- Page building and form building experience in CMS and CRM enterprise platforms
- Demonstrated experience with project management tools
- Experience with page layout and design
- Deadline and data driven – results oriented
- Attention to detail, problem-solver, ability to troubleshoot platforms, user issues and processes
- Track record in managing relationships with third party service providers and digital agencies
- Ability to multi-task and adhere to development timelines and budgets
- High degree of professionalism with a strong customer service disposition
- Positive attitude and strong passion for the rare disease community a must