Job Description – Online Community Manager

Job title:	**Online Community Manager (part/time)**
Hours:	14 hours per week, spread across 5 days. There will be an expectation that 7 hours will be worked on one day – with the remaining 7 hours spread across the rest of the week -to be mutually agreed.
Reporting to:	Media & PR Manager
Location (at home/ office/ mixed)	Remote/hybrid – attendance at our Head Office in Alton to be agreed.
Responsible for:	No direct line reports, although the role will require volunteer recruitment and management (with support)
Contract Type:	Permanent

Role summary and purpose

- The purpose of this role is to manage and develop the Kidney Care UK online community (our closed private support group on Facebook), which has over 15,500 active and engaged members.
- The Online Community Manager will be responsible for fostering and managing our online community, building relationships, and encouraging participation. This role involves creating engaging content that stimulates conversation, moderating discussions, and ensuring a positive and inclusive environment for community members.
- Working with multiple members of the Marketing and Communications team, as well as various teams across the charity, the Online Community Manager will provide insight to help shape and inform the work of the charity as well as having regular reporting responsibilities.
- The Online Community Manager will also develop and conduct polls to gather insights that will inform the charity and its ongoing content development.
- The Online Community Manager will be responsible for creating and implementing a development plan and retention strategy for the community, including examples of how Kidney Care UK's patient support services and digital patient support services can be delivered to a wider audience within the community.

Key responsibilities

- Represent Kidney Care UK in the community and respond to members' questions, concerns and feedback clearly, quickly and consistently in the brand tone of voice and house style.
- Ensure a safe, supportive, and inclusive environment by moderating discussions and addressing any issues that arise in line with the agreed community rules.
- Lead on the recruitment and management of a team of volunteer moderators to support day-to-day management of the community so that issues can be tracked and raised/dealt with as early as possible.

- Handle sensitive conversations professionally, and ensure safeguarding best practice is followed at all times and work with colleagues to ensure questions we receive via the community are responded to in a timely manner.
- Identify opportunities for growth and engagement to help shape the community.
- Work with the Data and IT Manager and Support Line Lead to develop data/dashboard reporting so that we can capture the number of people we're supporting via this online support service and include in monthly reporting dashboards.
- Produce monthly reports, tracking engagement, themes and issues alongside actionable insights to help us continue to grow, develop and improve the community.
- Work with other members of the Marketing & Communications team to ensure our content is reflected in the online community, in the way that engages this audience. Share insights with colleagues in Marketing & Communications to help shape content that has patients at its heart.

Other

- Work in line with Kidney Care UK's values and Code of Conduct.
- Demonstrate a commitment to personal development.
- Champion and promote equality, diversity and inclusion both in your area of work and the wider organisation to ensure that no person receives less favourable treatment than another on the grounds of: age; disability; marriage and civil partnership; pregnancy and maternity; race (ethnicity); religion or belief; sex (gender); gender reassignment or sexual orientation
- To have responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirement of the Health and Safety Regulations.
- Ensure compliance with the Charity's policies and procedures and requirements of the Data Protection and Freedom of Information Acts.
- The duties and responsibilities are not exclusive or exhaustive, and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.

Person specification

Job title:	**Online Community Manager**

Knowledge and experience	Essential	Desirable	Measured by (Interview, app form, test)
2-3 years' experience in community management, moderation, online customer service or online engagement roles.	✓		App form
Experience of managing or working alongside small groups of volunteers		✓	App form
Genuine interest in online communities and digital culture.	✓		Interview
Skills and competencies	**Essential**	**Desirable**	**Measured by (Interview, app form, test)**
Excellent written communication skills.	✓		Test
Comfortable working independently while following established guidelines and tone of voice.	✓		Test
Comfortable operating in high-volume or fast-paced online environments.	✓		Interview
Strong judgement when handling sensitive, emotional, or escalated interactions.	✓		Interview
Highly organised, with the ability to manage multiple conversations simultaneously.	✓		Interview
Strong interpersonal skills and ability to collaborate cross-functionally.	✓		Interview