



*Improving lives*

## **TERMS OF REFERENCE Community Manager**

**Location:** Fair Trade Lebanon- Hazmieh

**Type of Contract:** Limited Agreement

**Languages Required:** Excellent writing skills in English / French is a plus

### **JOB SUMMARY:**

We are looking for a dynamic and passionate Community Manager to nurture and engage our communities across various digital and offline platforms. The ideal candidate will be responsible for fostering meaningful connections, managing online interactions, and driving engagement to build a strong and loyal community around our brand.

### **ROLE AND RESPONSIBILITIES**

- Develop and implement community engagement strategies to foster positive relationships with our audience.
- Monitor, respond to, and engage with community members across social media platforms, forums, and other digital channels.
- Create compelling content, including social media posts, blog articles, newsletters, and discussion topics, to encourage active participation.
- Organize and host online and offline community events, webinars, and meetups to enhance engagement.
- Build relationships with influencers, brand advocates, and community leaders to amplify brand visibility.
- Track and analyze community engagement metrics, providing insights and recommendations for growth.
- Moderate discussions and ensure a safe, inclusive, and respectful environment within the community.
- Gather feedback from the community and work cross-functionally with marketing, product, and customer support teams to improve user experience.
- Stay updated on industry trends, competitor strategies, and best practices in community management.

### **QUALIFICATIONS & EDUCATIONAL REQUIREMENTS**

- Proven experience as a Community Manager, Social Media Manager, or similar role.
- Strong communication and interpersonal skills with the ability to engage diverse audiences.
- Proficiency in using community management tools, social media platforms, and analytics tools.
- Experience in content creation, copywriting, and storytelling.

- Ability to analyze data and generate actionable insights for growth and engagement.
- Passion for building and nurturing online communities.
- Ability to work independently and collaboratively in a fast-paced environment

**PREFERRED SKILLS**

- Willingness to commit to the Fair Trade standards
- Knowledge of social media marketing and SEO principles.
- Familiarity with crisis management and handling sensitive topics within communities.

**APPLICATION SUBMISSIONS GUIDELINE:**

- Interested applicants to send their cover letter and CV to [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)
- Only shortlisted candidates will be contacted.