Vacancy: Community Hub Manager, CLIMATE-KIC

Climate-KIC is looking for a Community Hub Manager who will implement its internal social business network. This role will implement the internal community strategy, managing, engaging and interacting with the Climate-KIC community, as well as fostering community spirit with administrators, editors, staff and partners: to support their respective missions, ensuring consistency in voice and cultivating a strong community. This position, will co-ordinate with the communication and ICT teams as well as an external digital agency.

Climate-KIC is a European network of entrepreneurs, businesses, regional governments and academic institutions and was founded in 2010 through the European Institute of Innovation and Technology (EIT), a body of the European Union. Climate-KIC develops combined projects to tackle climate change and shape the world's next economy.

Integrating education, entrepreneurship and innovation, Climate-KIC produces a creative transformation of knowledge and ideas into economically profitable products and services that help to adapt to and mitigate climate change.

www.climate-kic.org

Details & enquiries: a job description and person specification is available

Applications & closing date comprising curriculum vitae, the usual documents and letter of motivation should be sent as pdf files by email to the Director of TU Darmstadt Energy Center, Prof. Dr.-Ing. Rolf Katzenbach (katzenbach@energycenter.tu-darmstadt.de) by 31 March 2014.

Interviews: Will take place on 11 and 14 April in Frankfurt

JOB TITLE	COMMUNITY HUB MANAGER, CLIMATE-KIC
Dept/Division:	Climate-KIC
Length of Appointment:	18 months in the first instance
Job Level/Gross salary:	
Reporting to:	Head of Communications
Location:	Climate-KIC Regional Centre in Frankfurt or Climate-KIC Co-Location Centre in Berlin, tbd with the candidate
Key working relationships:	• Head of Communications • Members of the Community Hub Board (ICT, Communications, Administrators) • Community Hub Administrators within the Co-location Centres, Regional Innovation Communities and Pillar teams • Representatives of the Core Partners and Affiliate Partners of Climate-KIC (businesses, universities/research institutes, local and regional governments) from countries across Europe the EIT, and the European Commission • Climate-KIC ICT and the digital agency

CLIMATE KNOWLEDGE AND INNOVATION COMMUNITY (KIC)

Climate-KIC is one of three Knowledge and Innovation Communities (KICs) created in 2010 by the European Institute of Innovation and Technology (EIT). The EIT is an EU body whose mission is to create sustainable growth. Climate-KIC support's this mission by addressing climate change mitigation and adaptation by creating opportunities for innovators. This is achieved through integrated and creative partnerships between business, academic and public institutions.

Climate-KIC integrates education, entrepreneurship and innovation resulting in connected, creative transformation of knowledge and ideas into economically viable products or services that help to mitigate or adapt to climate change across eight themes.

Climate-KIC is organised as a business, with its operations run by its Chief Executive Officer, who leads an Executive team comprising the Directors of: 5 Co-location Centres (CLCs), 6 Regional Innovation and Implementation Communities and three areas of expertise in Education, Innovation and Entrepreneurship.

Climate-KIC currently brings together some 20 Core and almost 200 Affiliate partners. Climate-KIC's business approach is reflected in its funding model: it receives up to 25% of its funding from EIT, acting as leverage for generation of the remaining 75%. The current overall budget is ~EUR 400 million, and due to rise to > EUR 500 million from 2014 and beyond.

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THE POSITION AND JOB PURPOSE

As champion of Climate-KIC's internal social business network, the Community Hub, the Community Hub Manager is responsible for actively engaging staff, partners and other stakeholders to use this online resource. This includes ensuring a positive user experience, leading user engagement, managing content, site functionality and overall development.

The Community Hub Manager will oversee and co-ordinate a group of site editors and administrators. The group is expected to build relationships offline as well as online. Collectively and individually, the group will drive users to the internal social business network, the community hub via offline events, provide training and support to colleagues to use this internal communications tool in their day-to-day roles.

The site editors and administrators will develop editorial content including posts and discussions, monitor conversations and report on metrics. The Community Hub Manager oversees the quality and alignment of this while also gathering and editing success stories and anecdotes regularly.

As a member of the central communications team, the Community Hub Manager will support the team in designing and executing communications strategies in support of the company's business strategy and corporate culture, both internally and externally.

THE PERSON

The person we are looking for will have savvy communication skills, be responsive, diplomatic, calm under pressure, and have fantastic interpersonal skills. They should be interested in climate change and will preferably hold a degree in communications and media. A minimum of three years' experience in a related function is required and management of online social media communities preferred.

KEY RESPONSIBILITIES
Strategic

- Know what the political pulse of climate issues are in Europe, in the organisation and apply this knowledge to make suggestions for how the Community Hub can contribute to the organisations overall goals.
- Federate the overall activity of the Community Hub and its sub-site communities. Build, nurture and co-ordinate the network of community administrators, moderators, editors and users.
- Market the Community Hub to staff and partners, communicate wins and initiatives, ensure effective usage, provide concrete examples/tips/suggestions that encourage and show people how to "let go" of old ways and embrace new improved practices.
- Assist in the development of, and ensure compliance with, procedures, policies, standards and other strategic documents that make up the overall governance strategy.
- Evaluate the usability of the Community Hub, identify problems experienced by users and suggest possible improvements for future versions.
- Maintain knowledge and awareness of corporate social networks, Web 2.0 intranets and social media best practices to promote continuous improvement.
- Strategic communications and planning content for the Community Hub, liaising with appropriate personnel across Climate-KIC.
- Developing, planning and implementing campaigns for the Community Hub based on Climate-KIC activities.

Communication and Content

- Contribute to the development and delivery of the internal communications strategy.
- Work with community members to develop and collect new content, to highlight the activities of co-location centres, regional innovation and implementation communities and operational pillars.
- To work with Climate-KIC colleagues to source, upload and edit relevant multi-media content for the website (in written, image, audio, video and social media).

- Write and manage content destined for the Homepage, Marketplace and Help section.
- Develop and disseminate daily/weekly/monthly campaigns and employee-facing messaging.

Training and Support

- To assist community members in adopting the usage of the Community Hub in their day-to-day work.
- To be the community's first point of contact for questions and problems related to the Community Hub.
- Escalate technical problems to the Climate-KIC ICT department and/digital agency.
- Develop and deliver training, both group and one-on-one, and provide advice and operational support to community members, especially editors.

Measurement

- Aggregate feedback from users and make recommendations for future versions
- Analyse site usage statistics and trends to
  - Establish a quantifiable method for measuring recruitment, adoption and engagement.
  - Highlight effective and ineffective sections of the website and recommend course of action.

Work as part of a team

- Work as part of the central Communications team
- Lead the Community Hub Administrator team ensuring cohesive working and effective use of resources
- Be a member of the Community Hub Board
- Support the overall user community

PERSON SPECIFICATION

Education /Experience	Essential Criteria	Desirable Criteria
Qualification	- Degree Level education - Relevant formal training	Bachelor's degree in communication or media - not necessarily in a climate-related field.
Experience & Background	- Successful management of online social media communities - Experience of social media best practices, including a user-centric approach to content - A keen interest in climate change	- Knowledge of best practice in the areas of internal communications - Experience of digital user engagement - Experience of assessing web traffic metrics and preparing reports - An understanding of environmental issues, and of the European Union
Knowledge & ability	- Demonstrable web writing skills - Creative thinking skills - Excellent verbal and written communication skills - Excellent IT literacy (including social media tools, analytics and	- Leading, influencing and working with professional teams. - Knowledge and ability in one or more European languages

Education /Experience	Essential Criteria	Desirable Criteria
	Microsoft Office) • Outstanding organisational and interpersonal skills • Ability to interact, communicate and work across cultures and language differences • Ability to exercise initiative and plan work independently • Ability to coordinate and motivate colleagues • Ability to act independently and make decisions without supervision. To act on own initiative and use judgement and discretion. • Able to work as part of a team	
Skills & Expertise	• Ability to edit websites, including working with a content management system, preferably WordPress (training will be given) • Ability to prepare digital content for the web	• Strong track record of maintaining a partnership approach and matrix working
Physical	• Able to travel in Europe, including overnight stay.	
General	• Compliance with all employer policies and procedures.	