

This Is The Job: Community Manager

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Community Manager?

We're the voice and moderator of a brand's online presence. We monitor social media channels to build a community of followers, handle support questions, and increase engagement.

This is what they do most days

I connect...

I engage with customers and answer their inquiries across our brands' social pages.

I gather...

I curate content for social posts to prepare for our monthly content calendar.

I track...

I check the performance of our social content to help guide us in determining the best type of content that appeals to our audiences.

In their own words:

“ My job is all about research 🧐, encouraging 👍 and listening 🗣️!

I chose this role because I love to communicate and engage with users online. Advertising is an exciting industry, and it continues to grow and evolve. Plus, I really value the team that I work with; we inspire each other and have fun doing our jobs.” - Emma L.

“ Every day is a different day! It can be challenging, and a mix of problem solving and customer service, but it's always about listening and communicating.” - Joyce L.

Explore some of the skills you'll need.

- ✓ You enjoy helping and interacting with others
- ✓ Excellent interpersonal and communication skills
- ✓ Ability to maintain a cohesive brand tone across different social media and online platforms
- ✓ Knowledge of different social media platforms and their users
- ✓ Ability to track brand engagement, social media statistics, grow follower count and brand awareness

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org