



Senior Manager of Community Impact

Community Engagement Department - Reports to Chief Strategy and Operations Officer - Full-time - Remote

[The Policy Circle](#) (TPC) informs and equips women to be more effective and impactful civic leaders. We do this through a variety of programs that educate members on the impact of public policy and highlight specific ways that women can take ownership of solutions in their communities. The Policy Circle believes policy rooted in free-market principles, entrepreneurship and limited government leads to human flourishing.

The Senior Manager of Community Impact is an innovative and savvy expert at building connected communities that lead to high impact and conversion. This individual must possess diverse skills in creating, implementing, and executing strategies while leveraging technology and member platforms to deliver and streamline engagement efforts. This individual must be a master at understanding the behaviors and actions of our community members, creating and executing content strategies for engagement, and moving individuals along a continuum of engagement that leads to impact and investment.

Core Competencies:

- Strategic
- Analytical
- Technical
- Relational
- Engagement Guru

Responsibilities:

1. Community Strategy Implementation and Execution:

- **Design and launch a comprehensive community engagement strategy** to inspire increased participation and conversion to membership.
- **Collaborate with TPC leadership** to define and segment engagement pathways that drive deeper involvement in TPC programs.
- **Shape and enhance the TPC Community brand** alongside the Marketing/Communications team to create a seamless and engaging member experience.
- **Continuously analyze engagement metrics** to refine strategies and ensure maximum impact.
- **Work cross-functionally** to align community initiatives with broader organizational objectives.

2. Community Building and Member Engagement Programs:

- Manage and cultivate the TPC community to deliver a personalized and connected experience that fosters a strong sense of community/belonging.



- Develop and implement engaging content strategies for the Community Portal to boost interaction.
- **Oversee the Circle strategy and processes** to maintain active participation in Circle conversations and Brief engagements, including the new paid member model.
 - i. **Onboard, train, and support Circle Leaders** to enhance their effectiveness and engagement.
 - ii. **Innovate recruitment strategies for new Circle Leaders** within the TPC Community.
 - iii. **Establish feedback loops** to gather insights from Circle meetings and conversations.
- **Create exclusive member programs** such as events, mentorship opportunities, and special invitations to enhance community engagement.
- **Execute follow-up processes** for key TPC Programs to sustain member involvement post-events.
- **Implement ongoing surveys** to capture community interests and member feedback.

3. Technology and Platform Management:

- **Lead the management and optimization of the Membership Portal**, utilizing all tools to foster community engagement and conversion.
- **Enhance Member Portal features** by integrating additional engagement tools, including AI capabilities.
- **Facilitate active participation in Circle Meetings** through effective portal management.
- **Optimize data infrastructure** to track and understand member engagement levels.
- **Explore and adopt new digital channels** to expand community reach.

4. Collaboration and Conversion:

- **Partner with the Philanthropy team** to convert engaged members into paid supporters and promote recurring memberships.
 - i. **Automate renewal processes** to boost member retention rates.
- **Work with Marketing/Communications** to craft follow-up strategies that drive higher conversion rates post-events.
- **Collaborate with the Leadership and Impact team** to gather and share impactful member stories.
- **Ensure a cohesive approach** to community engagement and conversion across all departments.

5. Data Analysis and Reporting:

- **Collect and analyze engagement data** to measure community impact and inform strategic adjustments.
- **Maintain robust tracking mechanisms** to monitor conversion and retention rates.
- **Generate insightful reports** to identify trends and guide decision-making.
- **Leverage data insights** to continually optimize community strategies and outcomes.



Requirements & Preferred Proficiencies:

- Bachelor's degree in Marketing, Communications, or a related field; advanced degree a plus.
- Proven success in community building/management and engagement strategy, especially within non-profit organizations.
- Demonstrated ability to scale programs and initiatives that drive member engagement.
- Experience in converting active community members into paid supporters.
- Strong understanding of content strategy and its impact on community engagement.
- Expertise in leveraging technology and platforms for community management.
- Exceptional communication and interpersonal skills.
- Analytical acumen with a focus on measuring and improving engagement metrics.
- Collaborative mindset and experience working with cross-functional teams.
- Self-motivated, organized, and able to manage multiple priorities effectively.
- System experience requirements:
 - Experience working with Community engagement platforms, such as Higher Logic, required
 - CRM/Salesforce (preferred)
 - AI tools, such as ChatGPT, Alani, etc.
 - Gsuite, Zoom, Basecamp
- Passion for and agreement with [The Policy Circle Mission and Core Values](#)

Salary/Hours/Status/Location:

- \$85-\$100k annually, depending on experience
- Generous benefits for FT employees include: health, disability, life insurance, and 10 paid holidays & 26 days of paid time off/year
- FT role working hours: 9 – 4 pm (Central) Monday – Thursday, and 9-12 pm on Fridays
- Fully remote – with technology allowance

Please send resume and brief cover letter to kkuna@thepolicycircle.org and include “Senior Manager of Community Impact” in the subject line.

This Job description is not all-inclusive, and certain activities, duties or responsibilities may be required of the employee as needed