

## Job description Community Manager

Who boosts engagement at our interactive platform – it is a fulltime job, mostly working from home

### Background Women on Wings

Women on Wings' mission is to take families in rural India out of poverty through economic development. Our ultimate aim is to create one million jobs for women in rural India in an economically profitable and sustainable way. Women on Wings is a foundation, established in 2007 in the Netherlands. Since May 2013 it has an office in India. Women on Wings provides professional business knowledge and mentoring to social Indian enterprises (our business partners) that employ women in rural India with a view to accelerate their growth and thereby co-creating jobs for rural women. We work with business professionals (our volunteer experts) mainly from the Netherlands. Our core team comprises professionals from India and the Netherlands. To realize our ambitious plans for the future, we aim to expand our core team with a Community Manager in India.

### Women on Wings' three core values

*"When your values are clear to you, making decisions becomes easier", Disney*

These are our three core values:

- **Equality:** we respect all, offer freedom of expression and equal opportunities;
- **Living up to:** we are pro-active, have discipline, take ownership, we do what we say and we are transparent in how we work;
- **Energetic:** we have strength, courage and energy for the heart of the business. We motivate, challenge and inspire each other and our partners.

### Sustainable development goals

The seventeen United Nations' Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. Through its work, Women on Wings contributes to SDGs:



### Women on Wings community platform

Women on Wings' e-community platform was launched on 11 February 2020. The platform is designed to connect social enterprises with multiple stakeholders and create a network and community forum where knowledge and best practices can be shared. The ultimate aim is to service Indian social enterprises in accelerating the growth of their businesses, leading to creation of more jobs for women in rural India.

### Members of the platform

All members of the platform share a common goal and are contributing to the Women on Wings mission. On one hand we have social enterprises that focus on livelihoods for women in rural India and on the other we have our experts, access to market partners, access to finance partners and supporting partners which provide support to the social enterprises. Membership is free of charge but is limited in number and only after approval from Women on Wings.

To strengthen the online community, Women on Wings aims to organize one offline networking event per year during which members can meet other members, access to finance and access to markets partners and participate in masterclasses by Women on Wings' experts.

Our goal is not to have as many members as possible, but achieving maximum engagement and synergies between all partners of the platform. That is the biggest challenge for the Community Manager.

Learn more about the community platform at <https://www.womenonwingscommunity.com/about-us>

## **Main purpose of the job**

To keep the platform dynamic and members engaged. The platform gives Women on Wings the opportunity to facilitate communication with and between our business partners and other members. Since it is a new medium to all, we aim to boost engagement at the platform, increase peer to peer collaborations and make the platform more relevant for members.

## **Key Responsibilities Community Manager**

- Develop and design strategies to build and boost a dynamic community
- Research and co-ordinate to post content like industry relevant policies and schemes, news, information about funding and collaboration opportunities, and webinars and events, etc. All internally and externally.
- Write content
- Encourage members to regularly use the platform, post queries, seek relevant answers.
- Analyze google analytics and platform usage report, and define actions
- Reach out to members – both online and offline – to understand their needs and requirements
- Initiate campaigns/actions to increase engagement of members

## **Job requirements**

- Commits to the three Women on Wings core values
- Has experience in boosting and managing communities
- Likes to research on industry relevant policies and schemes
- Believes in long-term commitment and achieving (social) impact
- Ability to:
  - o cooperate and communicate with relevant stakeholders
  - o act in an international team
  - o be flexible and set priorities

## **Skills and competences**

- *Result driven*
- *Strong analytical skills* – analyzing the use of the platform to make it better
- *Conceptual thinker* – with a hands-on mentality
- *Takes ownership, is pro-active and a self-starter* – commitment towards the work which is largely done from home
- *Interpersonal skills* – friendly, open and participative team player with a sense of humor
- *Curiosity* – be passionate about delving deeper to unearth more insight
- *Excellent written and verbal communication skills* – fluent in English and Hindi
- *Listening skills and attention to detail* – the ability to ensure that information is accurately presented and reported

## **What we offer**

- Work in an international environment
- Be part of a dynamic team and of a journey towards an impactful social economic mission
- Flexible working hours
- Fixed salary

## **Other**

- The Community Manager reports to the Joint Managing Director
- The Community Manager should be based in Delhi NCR and works at least 1 day per week at the Women on Wings office in Gurgaon. Rest of the days works from home.

Please send your resume and motivation to: [shilpa@womenonwings.com](mailto:shilpa@womenonwings.com)

We shall revert to you the earliest.

Gurgaon, April 14, 2021