

Job Title: Crowdfunding Community Manager

Posting Date: 01.05.2013

Closing Date: 15.05.2013

Salary: £22,000 - £30,000 gross, depending on experience.

Start date: Ideally June 2013 (or earlier if available).

Type: Full-time (or Part-time min 4 days), on contract for 12 months – possibility to extend.

Location: 16 Lincoln's Inn Fields, Holborn, London, WC2A 3ED. Partial flex/home working supported.



About Buzzbnk

Buzzbnk is UK's 1st crowdfunding and peer-to-peer lending platform for social ventures. Launched in January 2011, with the support of leading foundations and charities in the UK, we have helped 61 projects raise close to £550,000. Buzzbnk has recently been supported by NESTA and the Cabinet Office to expand and grow our services and we have some exciting projects and partnerships ahead of us!

Buzzbnk is an active contributing member of the social enterprise and social investment sector. We are also part of the growing crowdfunding sector and have recently become a founding member of the UK Crowdfunding Association. This is an exciting opportunity to become part of both of these sectors and participate in the rapid growth stage particularly for crowdfunding.

We are looking for a "Crowdfunding Community Manager" – someone who is passionate about creating positive social and environmental change through helping others raise critical support and funds to do so. We are looking for someone to be our guru in all things crowdfunding and taking good care of our community of backers and projects.

So what are we looking for?

- Bags of energy and positive thinking – fundraising is hard, if rewarding, work and you will be helping develop materials, tools, and templates to help project owners leverage their fundraising efforts and keep the steam in their campaigns going. You will contribute to building our crowdfunding knowhow base by writing tips, blogs, case studies, newsletters, and press articles to share best practice and embed this in our website.
- A mash-up of Marketing/Communication and fundraising skills. Ideally you have done both in the past. Have you done your own individual fundraising efforts for a charity or community project, or been responsible for fundraising from individuals for an organisation? Or have you done your own crowdfunding project in the past or assisted on one? Even better!
- You have an insatiable desire to learn and keep learning. Can you sort out the cause from the correlation? You will be studying what works and what doesn't. What's really making a difference and where we can help more effectively and efficiently. What's connecting and converting? Part of our funding over the next 12 months is to participate in some research studies and you will be participating in these, helping to shape them and share our learnings.

- You LOVE your customers. And you love to meet and talk with them. As our crowdfunding community manager you need to be ready to speak in public, run workshops on crowdfunding, get out to meet & greet at events, and host Buzzbnk at trade fairs. You also don't mind doing a few video clips of yourself sharing tips and information or hosting webinars.

- Some previous event management experience would be helpful too. Have you helped organise a club, organisation or conference in the past?

- You are a keen social media fan (and have done well to self-manage your own digital footprint :-)) and know your way around the current social media tools. You have some sense about how to manage the different communities that each tend to develop. You are also in tune with new developments for growing and engaging communities.

- We are a small dynamic team. You are willing to pitch in where needed and understand the entrepreneurial setting. You are happy to work in a team but also on your own independently.

- And a final post script, you don't use obscure management or consulting speak and avoid acronyms like the plague. You are a fully signed up member of the Plain English Campaign (but you still need to be really fluent, concise and effective :-).

Previous Qualifications:

- University Bachelor Degree. Any marketing qualifications or training would also be helpful.

- Ideally two to four years working experience in general and some volunteer, internship or working experience in the social enterprise or charity sector.

- Good computer skills. You know your way around web content publishing and newsletter tools. You have good Excel skills: you know how to use formulas and how to create data and pivot tables.

Application Process:

Please complete the online questionnaire here:

<http://buzzbnkcrowdfundingcommunitymanager.questionpro.com/>

In your application we will be looking that you have knowledge of, or have done some background research on: Buzzbnk, the Social Enterprise Sector and Crowdfunding. We will also be asking you to submit a blog (up to 500 words) – with your thoughts on all you have learnt about Buzzbnk and the sectors we operate in and some key take away you have discovered. We will not publish the blog and it remains your own content but we will look at it to see your on-line communication skills. You are also welcome to send us links or examples of other materials you have prepared in the past. Again – we will not share unless of course you would like us to!

After the closing date, we will follow up 4-5 days later to contact you if you have or have not been short-listed. Before proceeding to interview, we will ask you to prepare a 1 min video (no more!) of just yourself talking to camera (nothing fancy required and we will not be judging you on your video editing skills) on what you are passionate about changing to make the world a better place. We wanted to be fair and give you a heads up that we may ask you for this. Again the video content will be private and all content belongs to you.

Values at Buzzbnk:

We welcome diversity. We take a proactive role in promoting equality and anti-discriminatory practice throughout all aspects of what we do. If you think your vibe matches ours – do apply!