

Community Manager at Lawyerist.com

Overview:

You are a tech-savvy, service-oriented, relationship-building community manager helping to engage and support a huge community of small firm lawyers and to help grow a small but well-known online company.

Our Company & Values:

Lawyerist.com is the largest online community of small firm lawyers in the world, helping innovative and optimistic small firm lawyers start, manage, and grow their practices. We are a high-energy and growth-oriented small online startup team, focused on serving an enthusiastic community in order to improve the legal profession.

All of our employees should share our commitment to these core values:

1. **Customer-centric focus:** You care most about doing good things for our community.
2. **Work toward ongoing, iterative improvement:** You seek ways to improve our business, our procedures, and yourself.
3. **Future-oriented learning:** You are a curious learner, want to know how things work and what's coming next.
4. **Strong community:** You find ways to connect and engage our team and our community of lawyers.
5. **Work-life balance:** You find ways to pursue personal goals and passions while achieving your goals at work.
6. **Developing systems:** You are committed to creating, following, and improving documented and scalable systems at work.

Your Roles & Responsibilities:

You have the desire, skills, and experience needed to lead the following activities:

1. **Event Planning, Coordination, and Management**
 - a. Oversee planning, coordination, and implementation of [TBD Law events](#)

- b. Vet and build relationships with potential and past event participants
- c. Facilitate post-event engagement

2. Community Services

- a. Community Growth
 - i. Build relationships with customers and potential customers to grow community
 - ii. Manage community sales activities
 - iii. Manage onboarding and activation of new community subscribers
- b. Community Engagement
 - i. Manage and facilitate community forums, communication, and workshops
 - ii. Advise and provide feedback and customer service to community subscribers
- c. Affiliate program
 - i. Develop and monitor potential and existing affiliate relationships, promotions, and opportunities in coordination with Sales and Marketing.

3. Online Content Management

- a. Ensure community member value by working with the content team to help manage email subscriptions, website content, landing pages, and conversion rate optimization
- b. Identify, track, and optimize community engagement metrics

Desired Background:

1. Legal industry knowledge, preferably with small law firms
2. Education, coaching, or advising experience
3. Interest in customer-centric sales and marketing
4. Event planning experience

Supervision and Departmental Team:

The Community Manager works closely with our Content and Marketing Teams and will report to the CEO.

Your Skills, Passions, and Personality:

Your primary skills include exceptional networking, community building, and branding promotion, as well as utilizing engagement metrics to enhance growth strategy.

You are passionate about helping to build a well-run company that is focused on improving the lives and businesses of small firm lawyers around the country.

Your personality probably includes a Myers-Briggs profile of ENFJ, ENFP, ESFJ, ESFP, ESTP, or INFJ (available at 16personalities.com) and your StrengthsFinder probably includes some of Adaptability, Arranger, Communication, Connectedness, Developer, Empathy, Includer, Maximizer, or Woo (available at strengthsfinder.com).

Job Opportunity Details:

Lawyerist has a flexible work environment.

We care more about whether you share our values and can successfully manage your responsibilities than we do about when or where you work. If you're the right person and can successfully do this job part-time, from home, we're open to that. If you want this to be a full-time job with a desk at our office in downtown Minneapolis, we can do that, too.

We offer competitive salaries, some benefits (profit-sharing and retirement matching, but no healthcare), essentially-unlimited vacation, and a great team of people you can be proud to work with every day.

Application Process:

1. Email a resume and cover letter to email@lawyerist.com by November 17, 2017.
2. We will screen all applications and schedule a 30-minute phone interview with top candidates by November 30, 2017.
3. Then we will conduct at least two in-person (or maybe Skype) interviews with finalists.
4. Then we will conduct reference and background checks.
5. We plan to make a final job offer by December 13, 2017.