# CAREERS **IN COMMUNITY MANAGEMENT**

THE ROLE, COMPENSATION AND CAREER PATH OF THE COMMUNITY PROFESSIONAL

From The Community Roundtable's Community Manager Salary Survey 2014

## **COMMUNITY MANAGEMENT CAREER PROFILES**



### **AVERAGE SALARY**

COMMUNITY PROFESSIONALS WHO WORK WITH INTERNAL (EMPLOYEE-FACING) COMMUNITIES EARN MORE THAN THEIR EXTERNALLY-FACING PEERS



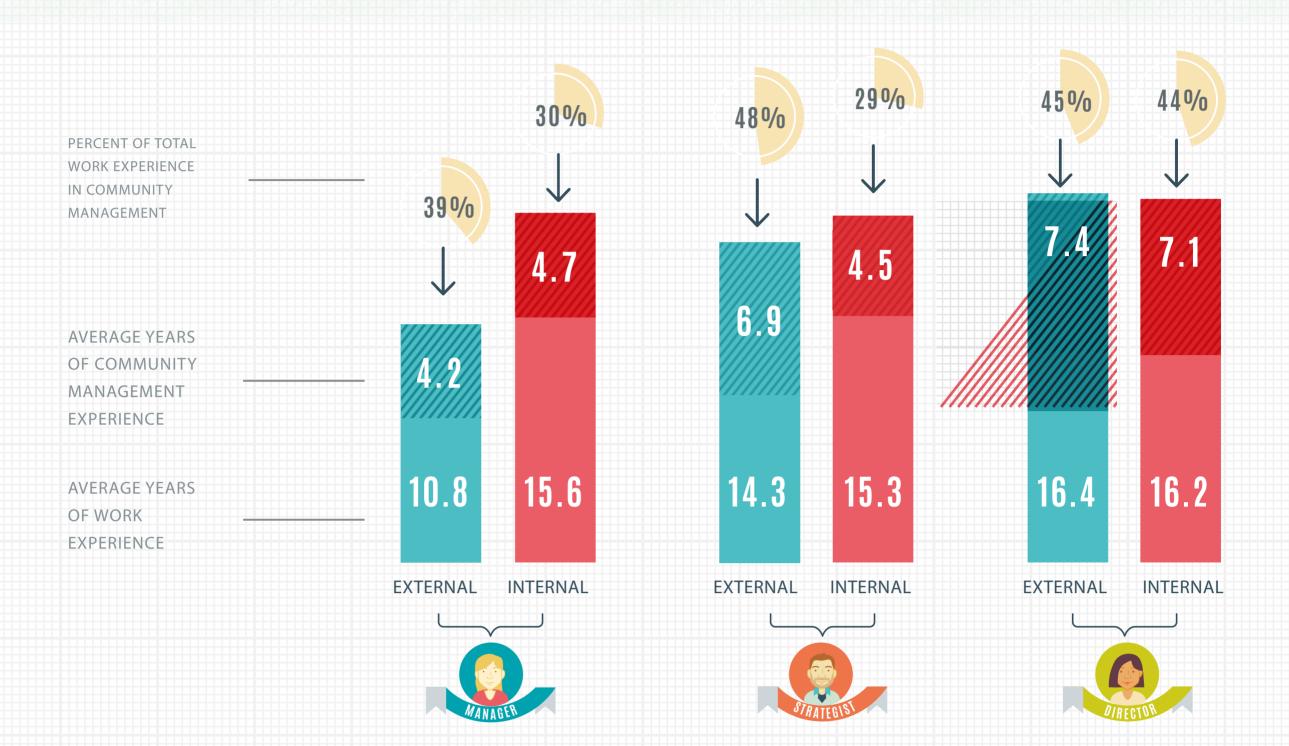






### YEARS OF EXPERIENCE

### DIRECTORS OF COMMUNITY WHO WORK WITH EXTERNAL (MARKET-FACING) COMMUNITIES HAVE THE MOST COMMUNITY MANAGEMENT EXPERIENCE



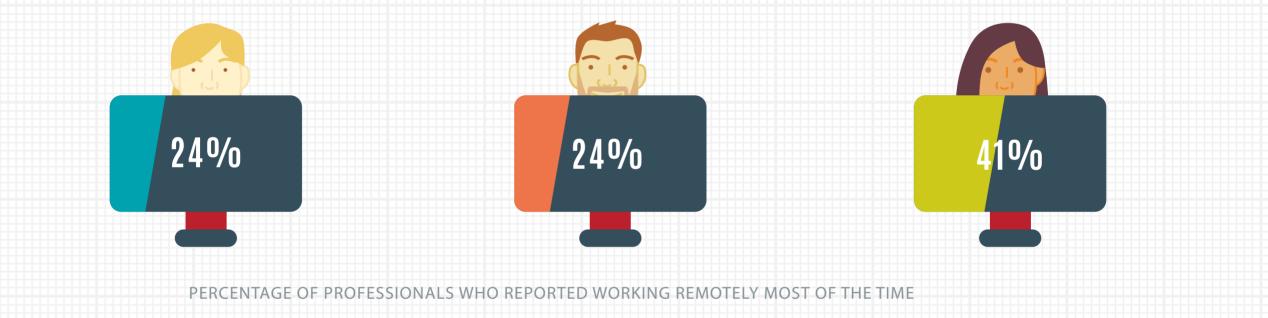
**TOP THREE PRIORITIES** 

#### BUSINESS AND STRATEGIC SKILLS BECOME MORE IMPORTANT IN SENIOR COMMUNITY ROLES

	TORING ACTIVITY LISTENING	Q	MONITORING ACTIVITY AND LISTENING		DEVELOPING THE COMMUNITY STRATEGY
	MUNICATION EDITORIAL		DEVELOPING THE COMMUNITY STRATEGY	<b>TI</b>	ADVOCATING FOR THE COMMUNITY
	TING AND ING CONTENT		MEASURING AND REPORTING COMMUNITY PERFORMANCE	<b>%</b>	DEVELOPING COMMUNITY POLICIES AND GUIDELINE
ļ	MANAGER		B/RATEGISI		DIRECTOR

WORKING REMOTELY DOES NOT HINDER CAREER PROGRESSION

**REMOTE WORK** 



### DIRECTORS OF COMMUNITY ARE 71% **MORE LIKELY TO WORK REMOTELY**

than managers and strategists, suggesting individuals with those skills are scarce and can negotiate for more flexibility.



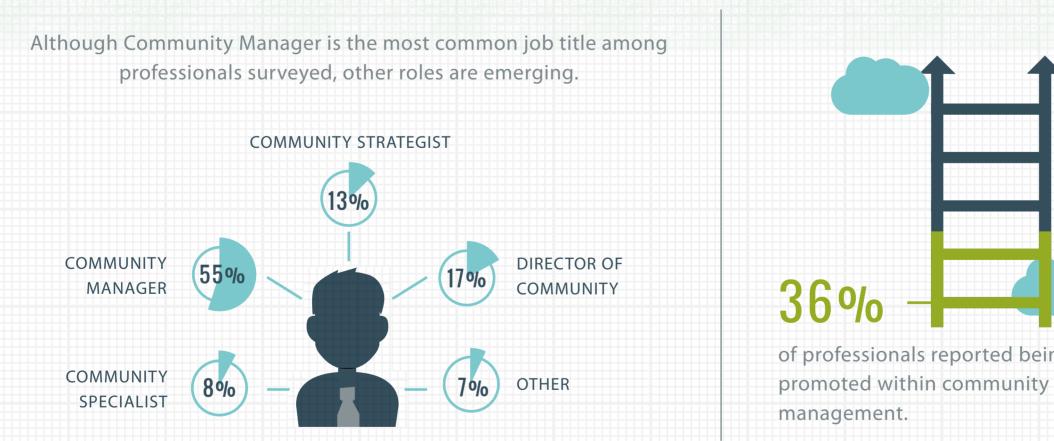


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agencies than community managers.

### CAREER PATH OF THE COMMUNITY PROFESSIONAL

### **AN EMERGENT CAREER PATH**





### LOOKING FOR A PROMOTION?

#### COMMUNITY STRATEGISTS AND DIRECTORS OF COMMUNITY ARE MORE LIKELY TO HAVE THESE KEY SKILLS:



**PROGRAM MANAGEMENT** 

**BUILDING A COMMUNITY** ROADMAP



**DEVELOPING EXECUTIVE SUPPORT** AND COACHING EXECUTIVES



CREATING, PURCHASING OR **DELIVERING TRAINING** 



HIRING AND MANAGING COMMUNITY TEAM MEMBERS, CONTRACTORS, AGENCIES



INTERNAL CONSULTING

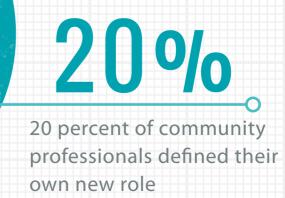
### **GET CREATIVE ABOUT FINDING YOUR NEXT ROLE**

### THE MAJORITY OF COMMUNITY ROLES ARE NOT SOURCED THROUGH FORMAL HR PROCESSES

39 percent of community professionals were approached by or introduced to the hiring manager/team

27% Only 27 percent of community

professionals found their role thro an external job posting



Other sources

### GET MORE INSIGHTS AT WWW.COMMUNITYROUNDTABLE.COM/CMSS14



