



Manager of R3 Projects and Community Engagement

The **Manager of R3 Projects and Community Engagement** is a new contract position with the Council to Advance Hunting and the Shooting Sports (Council). This contract position will assist the Director of Business Development and Director of Programs to advance a national movement focused on the recruitment, retention and reactivation (R3) of hunters and recreational target shooters. The Manager of R3 Projects and Community Engagement will be responsible for growing and increasing community engagement within the award-winning National R3 Community, while also helping to assist key national R3 projects. This is a full-time, 12-month contract position.

The Manager of R3 Projects and Community Engagement will:

- Develop custom content, marketing and audience engagement plans for online community
- Provide technical support and customer service for community users
- Recommend and implement engagement tactics, including incorporating community into organizational programming, communications strategies, annual conferences and events
- Organize and participate in webinars, podcasts and hosted events to build community and boost brand awareness
- Help source and identify opportunities to share success stories and testimonials
- Collect, analyze and share community-related data with relevant stakeholders
- Seek and collate client feedback to shape online community management practices and product innovation
- Coordinate with Council staff and contractors to develop and improve forum experience and internal toolset
- Help moderate social media activities to align with customer communication strategies including creating content, monitoring analytics, and ensuring BMPs are employed
- Collaborate with team to provide engaging text, image and video content for sharing with customer community and external audiences
- Coordinate with team to ensure brand consistency of all programs and materials
- Stay up-to-date with digital technology trends pertaining to online community building
- Collaborate and strategize across teams, including, but not limited to Marketing, Education, Implementation, and Product Management
- Other duties as assigned

An ideal candidate for this position will possess:

- Bachelor's degree from an accredited college or university or equivalent experience
- One - three years of experience managing online platforms
- Strong understanding of community management with a “go-getter” personality
- Strong familiarity with social media platforms and best practices
- Strong analytical abilities
- Excellent customer service orientation and troubleshooting abilities
- Excellent project management, planning, and organizational skills with ability to multi-task and meet time sensitive goals
- Excellent communicator across multiple forms of media – written, verbal and graphics
- Proficiency in Microsoft Office Suite and Google platforms
- Proficiency in email and social media management software
- Working knowledge of HTML, WordPress, etc. (Preferred)
- Working knowledge of Adobe Suite including Photoshop, InDesign
- Photography and videography skills a plus
- Familiarity with R3 and the National Hunting and Shooting Sports Action Plan
- Familiarity and passion in the outdoor industry and conservation profession

This position will mostly work remotely with travel up to 10% of the time.

To apply, please submit a cover letter, resume and salary expectations to info@cahss.org with the subject line “**Manager of R3 Projects and Community Engagement.**” Please direct questions on this position to info@cahss.org as well.