

Role: Hoopsy Community Manager

Reporting to: Lara Solomon, CEO

Role type: Permanent part-time 20 hours a week

Starting immediately

About Hoopsy

Hoopsy sells a midstream eco pregnancy test which is 99% plastic free made from 99% paper and over 99% accurate. The product was launched into the UK market mid July 2022. We now want to start an online private community to bring together women who are trying to conceive (TTC) to give them the support and information they need on their journey. TTC can be lonely and an emotional rollercoaster, it can be hard for women to find the support they need. Hoopsy is a startup and you will be the third employee to join the team!

The Role

The community manager should act as a brand ambassador to help bridge the gap between Hoopsy and our community. We are looking for someone to come onboard ASAP to help us create the community, get new members, plan the activities, themes, events and keep people engaged and coming back. We are going to use Mighty Networks as our platform. The role is working from home with the hours spread across the week.

Community Manager Duties and Responsibilities

- Set, plan and implement community strategies to grow the membership
- Provide engaging text, image and video content for the network
- Engage with the community
- Monitor, track and report on feedback and online reviews
- Organize and manage events to boost brand awareness
- Liaise with Development and Sales departments
- Build relationships with customers
- Report on key metrics
- Stay up-to-date with digital technology trends

Community Manager Skills

- Proven work experience as a community manager or similar role
- Experience planning and leading community initiatives
- Ability to identify and track relevant community KPIs
- Excellent verbal communication skills
- Excellent writing skills
- Hands on experience with social media management
- Ability to interpret website traffic
- Knowledge of online marketing
- Attention to detail, critical-thinker and problem-solver
- BSc degree in Marketing or relevant field

We are looking for someone who gets the challenge that the fertility journey brings and wants to help us help make the journey a bit easier for women.

Please apply with your cover letter and resume to Lara@hoopsy.co