

Job descriptions for Enterprise 2.0

Community Manager / Chief Networking Officer / IT 2.0 expert

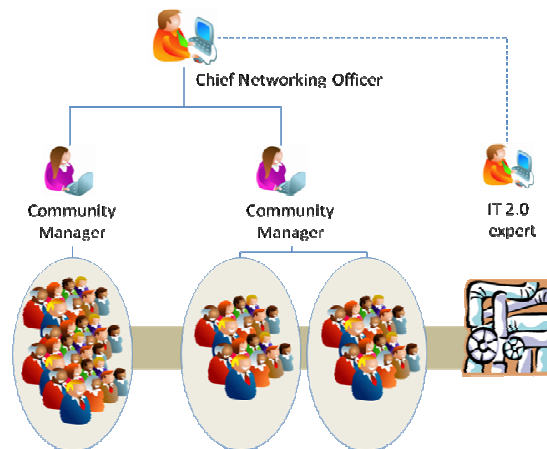


Introduction :

New kind of jobs are emerging in order to fulfill the needs of organization that initiates enterprise 2.0 initiatives. The need for describing them in terms of job description comes when these companies need to recruit new talents.

We identified three key roles that take into account community set up and management.

- The « Community Manager » (CM), community operational activities
- The « IT 2.0 expert » (ITE), tools administration and management
- The « Chief Networking Officer » (CNO), communities strategy and management



We notice that in human sized organizations or in the firsts expérimentations in large businesses, one only person is in charge of these three rôles. In the other hand, in large organizations, a team of community managers is usually set up, lead and managed by a Chief Networking Officer. The IT 2.0 expert can be attached to the CNO or be his correspondent within the IT department.

Of course the designations we use are indicative, many can be found within organizations.

This document's purpose is to help to define these new enterprise 2.0 jobs. It's made of the the classic parts of a job description combined with the three type of profiles : CM, CNO, ITE.

A job description have to be adapted to each context thanks an analysis of the existing organization and of the communities that will be managed.

Relying on our experience in community management as in Talent Management, we provide you with this help hoping you find it useful and looking forward your feedbacks.

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Community Manager / Chief Networking Officer / IT 2.0 expert

Legend: **CNO** : Chief Networking Officer, **CM** : Community Manager, **ITE** : IT Expert
A: Always, **S**: Sometimes

Missions	CNO	CM	ITE
Ensure that Enterprise 2.0 initiatives serve strategy execution	A	S	
Ensure the organisation efficiently develops enterprise 2.0 practices through experience capitalization.	A	S	
Be in charge of communities lifecycle management (launch, develop, expand).	S	A	
Ensure the technologies being used are adequate and optimized.	S	S	A
Be in charge of delivering technologies in order to operate communities.		A	S

Responsibilities	CNO	CM	ITE
Communities budget	A	S	
Recruiting and managing Community Managers	A		
Choose tools	S	S	A
Choose communities	A	S	

Performance Indicateurs	CNO	CM	ITE
Global ROI	A	S	
Community ROI	A	S	
Global tools cost of ownership	S		A
Community activity	A	A	
Community growth	A	S	

Key activities	CNO	CM	ITE
Launch a community			
Detect operational issues to be solved.	S	A	
Gather community's support team	S	A	
Precise terms of use and informations that must be available.	S	A	
Identify and recruit / convince future champions and leaders.	S	A	
Collaborate to launching internal communication plans.	A	S	
Coach launching key players(sponsors, project manager,...)	S	A	
Boost community launching	S	A	
Configure the community platform		A	A
Grant and secure access to the platform.		S	A
Answer to any request for assistance from platform users.	S	A	S
Lead a community			
Take a part in content's production for the community.	S	A	S
Stimulate and revive discussions	S	A	
Intensify usages	S	A	S
Expand usages (new groups, new members..)	S	A	
Organize online and offline activities events	S	A	
Bring groups to autonomy	S	A	
Manage a community			
Measure activity levels	S	A	S
Pilot content relevance indicators	S	A	
Identify trends and emerging issues	S	A	
Be in charge of maintaining the link between users and tool provider		A	S
Ensuring platform's availability according to the objectives (SLAs)	S		A
Continuously administer the platform.		A	S
Pilot a community			
Measure resulting business benefits.	A	S	
Communicate toward community sponsors.	A	S	

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Drive the transformation into Enterprise 2.0	CNO	CM	ITE
Evaluate potential new communities across the enterprise.	A	S	
Select networks to develop and define the goals they must achieve.	A	S	
Coordinate and lead the community manager's network.	A		
Manage community managers' performance and develop them.	A		
Manage budgets dedicated to initiatives and tools	A	S	S
Define standards and best practices in community management	A	S	S
Define and update an IT plan to support Enterprise 2.0 initiatives	S		A
Ensure privacy and security governance	S	S	A
Monitor external Enterprise 2.0 practices	A	S	S
Monitor enterprise 2.0 solutions and technologies	S	S	A
Define / validate strategy with the board	A		
Ensure Enterprise 2.0 initiatives governance	A	S	

Legend: **CNO** : Chief Networking Officer, **CM** : Community Manager, **ITE** : IT Expert
++: Very important +: Important

Competences / knowledge	CNO	CM	ITE
Know the main web 2.0 and enterprise 2.0 practices	++	++	+
Understand websites development process	+		++
Know web 2.0 technologies	+	+	++
English	+	+	+
Elementary knowledge of HTML		+	++

Competences / Know How	CNO	CM	ITE
Speaking abilities	++	+	
Writing abilities	+	++	
Being able to manage a lot of correspondance	+	++	
Manage / delegate to a project team	++	+	+
Produce, edit, publish graphic, audio and video contents	+	++	+
Realize and publish personalized emailings (newsletters...)		+	
Write functional specifications	++	+	
Write technical specifications			++
Manage change	++	+	
Manage the relationships with suppliers	+		+
Lead a distant meeting	++	++	+

Competences / Interpersonnal skills	CNO	CM	ITE
Ability to convince	++	+	+
Sociability	+	++	
Empathy	+	++	
Resistance to stress	+	+	+
Tenacity	++	++	+
Diplomacy	+	++	
Extroversion	+	++	
Openness to change	++		+
Entrepreneur spirit	++	+	+