

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



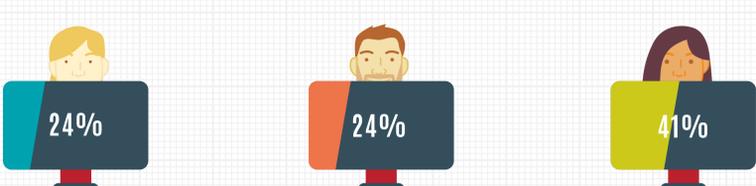
TOP THREE PRIORITIES

BUSINESS AND STRATEGIC SKILLS BECOME MORE IMPORTANT IN SENIOR COMMUNITY ROLES



REMOTE WORK

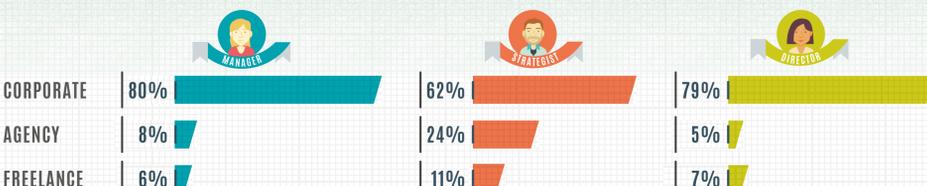
WORKING REMOTELY DOES NOT HINDER CAREER PROGRESSION



PERCENTAGE OF PROFESSIONALS WHO REPORTED WORKING REMOTELY MOST OF THE TIME

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.

WORK ENVIRONMENT



3X COMMUNITY STRATEGISTS ARE THREE TIMES more likely to work for agencies than community managers.

CAREER PATH OF THE COMMUNITY PROFESSIONAL

AN EMERGENT CAREER PATH

Although Community Manager is the most common job title among professionals surveyed, the other roles emerging.



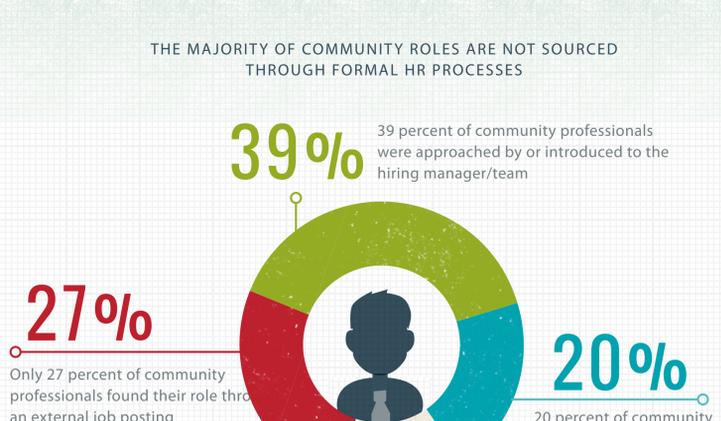
LOOKING FOR A PROMOTION?

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



GET CREATIVE ABOUT FINDING YOUR NEXT ROLE

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



GET MORE INSIGHTS AT WWW.COMMUNITYROUNDTABLE.COM/CMSS14