



THE *Rooted*
COLLABORATIVE

Kishshana & Co.

Community Manager, The Rooted Collaborative (Part Time, Contract)

Updated 09.29.21 by Kishshana Palmer

WHO WE ARE

Kishshana & Co. is a family of brands that helps companies, organizations and institutions (and the people that lead them) lead well and live well. Our brands -- Kishshana & Co., The Social Good Life, Kishshana & Co. Press, Callaloo Studios and The Rooted Collaborative are creative expressions of what it means to walk in your purpose.

Through innovative training and retreats, group and individual high performance coaching and in house engagements designed to help fast growth teams recruit and retain top talent; we are changing the game on how we teach management and leadership.

OUR BELIEFS ON DIVERSITY AND INCLUSION

We strive to attract and develop individuals who reflect a broad spectrum of diversity, including (but by no means limited to) racial, ethnic, gender identity, and socioeconomic dimensions. We believe that the inclusion of diverse perspectives is essential to achieving long-term, systemic change. We explicitly seek applications from those who self-identify as coming from historically marginalized communities to enrich and elevate our equity-centered approach to problem-solving.

THE ROLE

The Community Manager's role with Kishshana & Co. will work as a remote, full -time team business development role with a focus on growing and managing The Rooted Collaborative, a sub brand of Kishshana & Co. The managers' focus will be to grow the revenue of the Rooted Collaborative by focusing on growing the premium membership of the RC Lounge and the annual conference, The Rooted Retreat. Additionally, the Manager will serve as the main point of contact for members in the paid membership as well as the freemium social spaces (currently LinkedIn).

The Rooted Collaborative is a global community focused on the growth and development of women leaders of color in the social impact sector. We believe all women are leaders. We create space to amplify voices that are traditionally excluded. We do this by creating substantive content, raising funds to provide professional development and creating lasting mentoring relationships between seasoned and emerging fundraisers.



THE *Rooted*
COLLABORATIVE

You will work hand in hand with our CEO + Founder, Kishshana Palmer, and the contracted creative team to ensure that you uphold our brand voice across our digital platforms and support the backend of the membership. To ensure excellence in this role as we build out this brand, you will create and maintain KPI reports of membership activity, growth, and engagement across the brand.

Day to Day Responsibilities

As our **Community Manager**, you will be accountable for *four* main areas of responsibility:

1. Membership Development + Management

Manage paid membership communities including:

RC Lounge -- Paid Membership Community

- Welcome new members to courses/programs including emails, FB Group shout outs, new member gifts, etc.
- Monitor platform posts to maintain a psychologically safe social media environment that honors our commitments to diversity, equity and inclusion
- Strategize and execute outreach efforts to support the growth of The Rooted Collaborative membership including the management of the RC Ambassador Program
- Determine and execute ways to celebrate the wins of our RC members
- Manage the coordination of monthly events with Kishshana & Co., Ops team
- Manage payments, failed payments and technical issues that members might have in conjunction with IT contractor
- Ongoing member outreach and engagement activities and tactics geared toward increasing membership. This includes:
 - Suggestions for email content
 - Ideas for launch bonuses, updating the sales page and member site, improving the onboarding emails, etc.
 - Supporting the creation of new offers based on the needs of current members.
- Collect and share screenshots/names of star members including awesome wins to share as testimonials and case studies.
- Author blog posts geared toward black and brown women in the social sector, as needed

2. Brand + Community Partnerships

Paid Sponsorships + Partnerships

- Partner Research, creating pitch decks, partnering with RC volunteers and contractors to support pitching to corporate brands who would be interested in our members
- Support the CEO + Founders in soliciting financial support from funding sources to meet annual revenue goals including but not limited to sponsorship solicitation, grant writing + reporting



Community Partnerships

- Serve as liaison between The Rooted Collaborative and the greater community to cultivate partnerships with like-minded global organizations
- Foster network of BIWOC speakers, professionals, and businesses that align with the four pillars of The Rooted Collaborative to support monthly programming, annual conference, and other opportunities for partnership

3. Events

- Serve as team lead on the annual in-person event for the Rooted Collaborative to engage community members at the in-person convening (fully paid experience, annually)
- Support the design of the annual in-person convening to ensure consistent and maximized engagement and use of social media during the convening for participants who cannot attend and those participants leveraging social media while attending
- Plan Public Facing Events (member and non-member) by selecting and booking speakers and setting event schedule

4. Content Creation and Curation

- Work with social media manager to create posts and publishing social media content across relevant platforms the create and/or maintain the brand
- Design and publish written and creative (visual) content to be leveraged across social media platforms, as needed
- Participate in content creation brainstorms with the CEO to support translating social content into other complementary content (i.e., video messages, podcasts, etc.), as needed
- Translate non-social content in the Rooted Collaborative archive into social content to maximize efficiencies

Our Tech Stack

- Planoly
- Loomly
- Facebook Creator Studio
- Mighty Networks
- Textedly
- Canva
- Slack
- Google Workspace
- Streamyard
- Zoom



WHO YOU MIGHT BE

This might be a fantastic opportunity for you if you:

- Are excited about and deeply invested in the care, feeding and personal development of Black and brown women globally.
- Love the power of social media and how it brings people together/care deeply about community building and the growth and development of others
- Are a self-starter. You think quickly on your feet, are adept at solving problems, work well with frameworks but can build out new processes quickly and execute them.
- Enjoy connecting and building meaningful relationships with others
- Know that your team members and managers would describe you as warm, passionate, upbeat, insightful, exceptionally organized and proactive.
- Know you have a passion for building and fostering community; especially online.
- Are Social Media Savvy, which for us means you know the latest trends in social media and have your finger on the pulse of what's new, now and next in our sector and are wicked with Canva graphics, Reels and making us look amazing on social media.
- You are extremely trustworthy and comfortable dealing with the front & back end of our business as you will be managing our community.

COMPETENCIES

We're looking for someone who has the following core competencies:

- **Creativity/Innovation:** Envision new ideas that transcend traditional approaches and practices to move work forward.
- **Customer Service Orientation:** anticipate and respond promptly and professionally to requests and needs from all key stakeholders and set clear expectations while taking other perspectives into account.
- **Diplomacy:** Is able to manage interactions with a number of big personalities. Is diplomatic and clear, as well as being able to build trust and strong relationships.
- **Targeting Message to Audience:** can ascertain the priorities of a particular individual or group and craft persuasive written or verbal communication given those priorities.
- **Flexibility:** Approaches work with a spirit of “yes” and pushes through obstacles and ambiguity, adapting quickly to changing situations while effectively juggling shifting priorities that are characteristic of early-stage startups.
- **100% Follow-through:** Cares deeply about getting results, stays on top of all specific tasks/follow-up items, and consistently meets deadlines.



THE *Rooted*
COLLABORATIVE

WHAT TO EXPECT

This role requires the willingness and ability to **learn quickly, work fast and be flexible**. This is an amazing opportunity to work with a dope team growing a small but dynamic business.

This is a part-time contract position with Kishshana & Co. The salary for this role is \$20-\$25/hour with an estimated 15-20/hours a week needed to start. All KCO team members are eligible for a performance bonus after 6 months with the company. The role requires some nights and weekends, hours are typically Monday - Thursday with Friday's off.

EEO STATEMENT

We are committed to a policy of Equal Employment Opportunity and will not discriminate against an applicant or employee based on the basis of race, creed, religion, color, national origin, age, alienage or citizenship status, ancestry, nationality, national origin, marital or domestic partnership or civil union status, familial status, sex, pregnancy, gender identity, or any other characteristic protected by federal, state or local law. In addition, We will provide reasonable accommodations for qualified individuals with disabilities.