

Telefónica

O<sub>2</sub>

Profession:  
**Community  
Manager**



think  
big

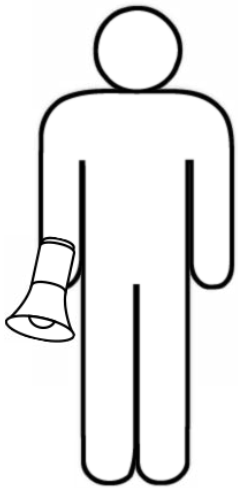
is a Telefónica Foundation Programm

start  
small

Profession:

# Community Manager

The public face of the app



## Skills & Abilities:

- Social competence
- Ability to work in a team
- Critical thinking
- Ability to accept criticism
- Dedication to your company

## Educational Prerequisites:

To be a community manager, you need to have a degree in journalism, communications sciences, and/or a language – ideally with a matching certificate.

## Job Details:

As a community manager, you are the interface between the company behind the product – the app – and the consumers. You are the primary point of contact for feedback and all other forms of contact that any consumer would like to send to your company. It can be great when everything goes really well, and works without any bugs or errors. It's not so fun when your app doesn't meet expectations. People can get pretty emotional and you are the one to which they vent all of their frustration. For these kinds of interactions, a thick skin is absolutely necessary. This is most likely the biggest downside to an otherwise very multifaceted and fulfilling job.

## Future Opportunities:

How much you make as a community manager depends on the scope of your work. On average you can make an annual salary of around 35.000 euros. If you are lucky, your annual salary can jump to over 60.000 euros. The number of promotion opportunities as a community manager is rather limited. You could eventually rise to the management level of your company, which is however in an entirely separate occupational field.

