Community Careers & Compensation 2020
Executive Summary

A decade ago, there were no community management courses and few organizations had a good definition of the community roles that existed. Since we released the first *Community Careers and Compensation* report and its companion, The Community Skills Framework™, in 2014, the community market has developed significantly. Communities are now *the* most efficient way to engage and empower organizational ecosystems and we see a diverse range of industries investing in community approaches with more roles, responsibilities, and visibility available to community professionals.

Community professionals are increasingly seen as transformational leaders who help their organizations evolve leadership and engagement models to suit a new era. This report outlines how leading-edge community teams are defined, compensated and structured to support these critical organizational efforts.

2020 KEY FINDINGS

Community Teams Expand	Community Roles Diversify	Scale Creates Challenges and Opportunities

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The comprehensive, 70-page *Community Careers and Compensation 2020* report includes:

✔ Comprehensive, research-backed reviews of the key findings

✔ Profiles of four common community roles: Community Specialist, Community Manager, Community Strategist, and Director of Community - including responsibilities, skills and salary data

✔ Recommendations for defining and hiring exceptional community talent

✔ 32 detailed job descriptions for common community roles

Community Professionals can use this research to:

✔ **Define an effective team structure** – Review career pathways and relevant job descriptions to optimize your team.

✔ **Manage team growth** – Use the Community Skills Framework™ to identify gaps in your team and develop strategic priorities to hire the right people.

✔ **Negotiate new roles** – Use this data to help you frame conversations with and educate hiring managers.

Human Resources Managers can use this research to :

✔ **Define career paths** – Ensure you provide compelling reasons for valuable employees to stay.

✔ **Improve recruiting success** – Design research-backed job descriptions with aligned compensation to get the best candidates to accept job offers.

✔ **Create development plans** – Define skills and responsibility targets and review community management performance.

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THE COMMUNITY **ROUNDTABLE**