

Member Community Manager



Location: Dubai - LVL Downtown & WFH



Job Type: Permanent



Start Date: ASAP

About LVL:

We have a simple mission at LVL: to create a happier, healthier world.

A digital wellbeing platform that caters to everyone's needs, regardless of their current state of wellbeing or where they work. LVL is a B2B app that is paid for by employers for their employees to keep them engaged and giving them the tools to prioritize their health & wellbeing, ultimately impacting productivity, engagement and retention in a time when this is many organizations' greatest challenge.

Whilst our client and member base is truly global, our operations are centered in Dubai and our engineering team in Canada. Our workplace wellbeing app, coupled with our physical studio, provides members with a holistic approach to their wellbeing needs. We are a fast paced, open minded adaptable organization, excited by the challenge and opportunity in front of us.

Position Overview:

We are seeking a highly motivated and customer-focused individual to join our dynamic team as a Member Community Manager. You will be the first point of contact and have the first-hand opportunity to engage with our vibrant community, comprised of professionals on their wellbeing journey, through our digital platform and wellbeing studio in Dubai.

As a Member Community Manager, your primary responsibility will be to cultivate a strong and engaged member base. You will

proactively interact with members, ensuring they receive the utmost value from their membership experience. To succeed in this role, you must be truly member obsessed, dedicated to building relationships, and passionate about helping individuals on their wellbeing journey.

Responsibilities:

- **Daily interactions with members:** Engage with members on a daily basis to drive platform sessions/interactions, respond to inbound member inquiries, provide support and offer guidance to ensure a seamless member experience.
- **Contact newly registered members:** Reach out to newly registered members to welcome them, provide an orientation to the platform and studio offerings, and assist them in getting started on their wellbeing journey.
- **Manage member groups:** Set-up and manage member community groups to drive engagement on the LVL app and other appropriate channels
- **Foster a sense of community:** Nurture and foster a strong sense of community among members, both online and offline. Organize virtual and physical events, challenges, facilitate member-to-member connections, and encourage peer support and knowledge-sharing to create a supportive and engaging environment.
- **Own and oversee Zendesk** including developing Help Guides and assessing the need for developing the member support team further if/when necessary
- **Contact inactive members to aid retention:** Proactively reach out to members who have not been active

on the platform, offering personalized assistance, recommending relevant content, and addressing any barriers to engagement to encourage their continued participation.

- **Request product feedback:** Actively seek regular and ad-hoc feedback from members on their experiences with the platform, features, and services. Utilize member insights to inform product improvements and enhance the overall member experience.
- **Plan, organize and attend community events:** Collaborate with the team to identify and propose engaging wellbeing events that can be hosted at our physical studio or any other appropriate location. These events will provide opportunities for face-to-face interactions with members, exclusive feature demos, fostering a sense of community and deeper connections.
- **Listen to member needs:** Continuously listen to member feedback and actively gather insights on how they want to make the most out of the app. Pay attention to their preferences, challenges, and goals, and use this information to personalize their experience and recommend tailored solutions.
- **Utilize engagement data:** Leverage available engagement data, including content consumption, session sign-ups, and platform interactions, to identify patterns, preferences, and behavior trends. Utilize this data to target members with personalized recommendations, ensuring they receive content and services that align with their needs and interests.

- **Seek member feedback on new features:** Act as the liaison between members and the product development team. Gather feedback and opinions on newly launched features, iterate on member suggestions, and communicate updates and improvements to the member community.
- **Implement member engagement strategies:** Collaborate with cross-functional teams, such as marketing, content, and product, to set and execute member engagement strategies. This includes targeted communication campaigns, personalized outreach initiatives, and innovative programs to enhance member satisfaction and loyalty.
- **Continuously seek member testimonials and case studies:** Capture member testimonials and success stories to showcase the value and impact of our platform and services.

Qualifications and Skills:

- Bachelor's degree in Marketing, Communications, or a related field preferred, but not required.
- Proven experience in community management, engagement, or a similar role.
- Experience using Zendesk or similar Customer Support Software
- Data-driven mindset, with the ability to analyze engagement metrics and drive actionable insights.
- Passion for wellbeing and the wellbeing industry is a must
- Genuine proven desire to help others on their wellbeing journey is a must



- Proficient in using social media platforms, online forums, and other community management tools
- Creative thinker with a passion for building meaningful connections and fostering a sense of community
- Excellent interpersonal and communication skills, both written and verbal
- Strong project management and organizational skills, with the ability to prioritize and manage multiple initiatives simultaneously
- Experience in planning and executing in-person and virtual events and webinars

Package & Benefits:

- Salary: 23,000 - 27,000 AED p/m, depending on experience
- Access to the LVL app & wellbeing studio for yourself, friends & family
- Enrolment into the Company Stock Incentive Program (SIP)
- Participation in Company-wide bonus scheme
- 4.5 day working week (½ day on Fridays)
- Recharge Friday (last Friday of the month off)
- Monthly Wellbeing Allowance (440 AED)

If you are a motivated and dynamic individual who thrives in a fast-paced, collaborative environment, and if you have a genuine passion for wellbeing and community building, we would love to hear from you. Join us in shaping the future of wellbeing and making a positive impact on the lives of our members. **Apply today!**