Digital Experience Manager

Location: Boston, MA (Remote/Hybrid)

About the Role

As we launch a new tiered membership model in April 2025, we seek a **Digital Experience Manager** to elevate our digital experience and ensure it drives connection, engagement, and growth. This includes managing our digital membership community and launching and optimizing the digital membership card. The manager will lead platform enhancements, develop gated content and curated experiences, and leverage AI tools to foster engagement and connection.

Key Responsibilities

Platform Management:

- Oversee the digital membership community to ensure a seamless and engaging user experience.
- Manage the launch and optimization of the digital membership card, delivering perks and value for members.
- Ensure all digital tools align with the needs of a tiered membership model and integrate AI-driven features like member matching and personalized content.

Content and Engagement:

- Facilitate meaningful connections and discussions within the digital platform.
- Curate and schedule engaging content while driving onboarding and retention efforts.
- Partner with marketing and events teams to ensure alignment across initiatives.

Analytics and Insights:

- Track and analyze member behavior and platform usage to optimize features.
- Provide actionable insights and updates to internal and external stakeholders.

Alignment with Membership and Partnerships:

- Develop gated content and curated experiences to support premium membership tiers.
- Integrate corporate sponsors and partnerships into the digital experience.

Qualifications:

- 4 - 6 years of experience managing online communities or digital platforms.
- Strong understanding of digital tools, online community management best practices, and user experience optimization.
- Familiarity with platforms like Mighty Networks or similar community platforms.
- Passionate about understanding customer needs and delivering exceptional experiences.
- Proven ability to create and implement efficient processes in a fast-paced environment.
- Excellent communication and interpersonal skills, with the ability to foster connections in a virtual environment.
- Project management skills with the ability to lead initiatives from concept to execution.
- Experience with analytics tools and data-driven decision-making.
- Familiarity with membership or subscription-based business models is a plus.
- Basic graphic design or content creation skills for social media and digital platforms.
- Passion for fostering community, particularly in Black-centered spaces, and alignment with BWB's mission.

Compensation and Benefits

This is a permanent, full-time position. The salary for this role is between $75,000 - $95,000, dependent on experience. Benefits include:

- Comprehensive health, dental, and vision benefits.
- Paid time off and flexible work options.
- Hybrid workplace (remote, with required in-person meetings and events)
- Monthly coworking space stipend
- Annual professional development, tech, and wellness stipends
- Opportunity to shape the growth of a mission-driven company creating national impact.

TO APPLY: SEND RESUME AND COVER LETTER TO HIRING@BOSTONWHILEBLACK.COM

About Boston While Black

Boston While Black (BWB) is the leading connector to community and culture for Black people in Boston, fostering a deep sense of belonging that transforms where they live, work, and play. Through our tech-enabled membership community, we provide curated resources and connections that help members shape the city they want to live in. We partner with companies and institutions, equipping

them to champion and invest in the Black experience. BWB also curates annual signature events that redefine the regional narrative about the presence and impact of Black communities.

We are expanding our reach with a tiered membership model, city-based scaling, and an ambitious brand relaunch in April 2025. As we grow into new markets, BWB is building a national model to foster belonging and create thriving spaces centered on the Black experience.