



Technical writer

Adobe · Bucharest, RO

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Job description

Position Summary

The Technical Writer and Community Manager for Audience Manager is responsible for documenting the Audience Manager solution and using online communication to improve the success and satisfaction of the greatest possible number of customers for Adobe Marketing Cloud Core Services. The primary goal of the Community Manager is to produce quality product documentation and to ensure our customers have an exceptional experience using Adobe products and services. This should be pursued in direct communication to customers, as well as through indirect means such as initiatives to improve product quality.

What You'll Do

- Proactively create and publish product documentation, and post material on social media channels, forums, blogs, and knowledge-base to increase customer success and satisfaction.
- Reactively respond to questions, concerns, complaints, and other communications on social media channels, forums, blogs, and articles as appropriate.
- Build and grow community through identification of customer base, promotion of community, content, and strategic initiatives to drive customers from legacy channels
- Nurture and identify super users
- Develop and drive strategy for optimized online customer experience, including facilitating content gaps, writing and SEO of content
- Notify key stakeholders of questions, concerns, complaints, and other communications on social media channels, forums, blogs, and articles as appropriate. (This includes such methods as submitting bug reports.)
- Moderate Adobe online communication channels, specifically user communities
- Coordinate with other teams, including marketing, documentation, product management, sales, engineering, quality engineering, customer care and legal departments to ensure that communications are aligned and amplified.
- Master and use product documentation authoring tools and standards (DITA, XMetaL, Technical Communication Suite)
- Strengthen the brands of Adobe, specific products and services, by providing assistance and information with a personal touch.
- Drive product innovation through customer feedback and use of products
- Serve as exemplar and mentor for other Adobe employees in their interaction and communication in the community.
- Participate in social media activities in ways that express and support the company's core values: Genuine, Exceptional, Innovative, and Involved.

Contact the job poster



Silvia Paulet 2nd
Lead Talent Partner R&D at Ado...
Bucharest, Romania

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Seniority Level
Entry level

Industry
Marketing and Advertising,
Information Technology and Services,
Computer Software

Employment Type
Full-time

Job Functions
Marketing, Public Relations,
Writing/Editing

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- 2+ years of community management experience
- 2+ years in technical support/service role
- Experience with digital & interactive marketing concepts & technologies - web, search, social media, community & mobile
- Strong knowledge of web technologies especially JavaScript, HTML, CSS, XML
- Proficiency in using web analytics products like Adobe Analytics or Google Analytics
- Ability to read and comprehend very large amounts of information very quickly
- Excellent writing skills
- Understanding of search engines and how to optimize performance of content through behaviors and content modification
- Ability to deflect attacks by customers and focus on helping the greatest number of customers to achieve success and satisfaction.

Education

- Bachelor's degree desired in Communication or English preferred.

At Adobe, you will be immersed in an exceptional work environment that is recognized throughout the world on [Best Companies lists](#). You will also be

surrounded by colleagues who are committed to helping each other grow through our unique [Check-In](#) approach where ongoing feedback flows freely.

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Highlights

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65 people at Adobe also studied at
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