

A Manifesto for Community Management



at Research and Knowledge Organisations

Assembled by the Community Managers Club (CMC)
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We, the CMC, assert the following:

Research and Knowledge Organisations are impactful primarily through their capacity to bring people together. Therefore,

Community is crucial to the generative function and success of Research and Knowledge Organisations. And so,

Community formation and maintenance, as undertaken by Community Managers, is a consequential form of labour within Research and Knowledge Organisations.

Herein we set out to define Community in the context of Research and Knowledge Institutions, identify the values and practices we promote in people undertaking the work of Community Management, and surface key outcomes in the development of Community.

1. A Community is a laterally structured organisation of people who **share goals** or engage in a collective activity. On a voluntary basis and through open participation, those people meet regularly and are governed by shared values, expectations, and codes of conduct.

2. Within research institutions, Community ambitions are intrinsically tied to the **exchange of knowledge**, along with the development of their processes and forms. A commitment to learning underpins the formation of Community and necessitates a prioritisation of transparency and communication.

3. Community Managers work strategically and empathetically in order to foster a sense of belonging and empower Community participants. CMs act as **facilitators and translators**, and must prioritise listening and sensitivity. Community Managers understand the political implications of their actions and decisions, and persuade through authenticity to generate trust throughout the Community. CMs are insightful and creative, surfacing a Community's interdependence toward shared benefit.

4. Communities at Research Institutions organise people toward social change through knowledge sharing and peer support. It is a symbiotic space to **co-create opportunity** and professionalise initiatives that support Community participants and guide the trajectory of their institutions.

Community Management is a critical activity to support the aims of inclusion and connection shared by Research and Knowledge Organisations.