

What organizations does community...



[Mike Odenheimer](#) 107 posts since

Jan 30, 2008

At Cisco, we are just not sure whether it belongs in web group or in Marketing.



[kellie](#) 12 posts since

Jun 12, 2007 1. **Re: What organizations does community management usually fit under?** Jul 15, 2008 2:12 PM

At PC World & Macworld, I belong to the Editorial group. I report to the Editors in Chief of both brands. However, I really do work with everyone -- Engineering, Sales, Business Development, etc. For us, it doesn't really matter which group I really "belong to", because I work with everyone. I think that's how it should be -- community is integrated across all departments.



[John Summers](#) 26 posts since

Jul 15, 2008 2. **Re: What organizations does community management usually fit under?** Jul 15, 2008 7:12 PM

Hi, I am the community manager at NetApp. I am a part of the web and new media group under corporate marketing. But like Kellie said, I spend most of my time working with the other groups of the company to set them up. I have always believed in collaboration and try to stay as cross functional as I can.



[Jamie Pappas](#) 307 posts since

Aug 27, 2008 3. **Re: What organizations does community management usually fit under?** Jul 16, 2008 6:42 AM

Hi Mike,

At EMC, we fall under Marketing, but more specifically web marketing. I report to our Director of Web Strategy. It works very well because we have a nice mix of marketing and web knowledge and experience.

What organizations does community...

Best,

Jamie



[danielrae](#) 22 posts since

Jul 31, 2008 4. **Re: What organizations does community management usually fit under?** Jul 31, 2008 6:54 AM

For a software company, I sit in the Marketing team, but work closely with sales and support. I also intend to work closer with our product development team (the techies) to feed user suggestions and issues into the development cycle.



[Sam Marshall](#) 1 posts since

Aug 6, 2008 5. **Re: What organizations does community management usually fit under?** Aug 6, 2008 8:50 AM

I'm workign on a project for a membership organisation and face the same question. the Web is traditionally seen as part fo marketing, but they have a membership department that looks after people once they have joined.

I think the community management needs to match the primaruy purpose of the community - is it to attract new business or service exisitng business?

No matter where you put it though, you'll inevitably need a dotted line to the department you didn't put it in.

Regards

Sam

ClearBox Consulting Ltd.



[Karen Lekowski](#) 13 posts since

What organizations does community...

Aug 26, 2008 6. **Re: What organizations does community management usually fit unders?** Aug 6, 2008 12:14 PM

At John Deere, communities are currently under the Information and Knowledge Services department, which is under our Corporate Communications organization. It was originally under our Engineering organization where most of our communities started. What is most important is having the passion to help CoPs grow and prosper and an organization that supports it. I have often heard from others that it doesn't matter where it is housed as long as it is supported.



[David Montgomery](#) 1,418 posts since

Oct 30, 2007 7. **Re: What organizations does community management usually fit unders?** Aug 14, 2008 1:55 PM

Inherently a cross-functional role, and we at Jive work with Community Managers in Marketing, Marcom/Corporate Communications, Client/Customer Support and sometimes HR and IT (although in the latter case it's usually via an outgrowth of a role such as Intranet Mgr). Increasingly, the Community Manager starts off in one place, but quickly gets dotted-lined to other groups.



[Janine Perkins](#) 1 posts since

Jun 12, 2008 8. **Re: What organizations does community management usually fit unders?** Sep 3, 2008 6:20 AM

I am part of the Learning Services group at InterSystems, but plan to get the Marketing department heavily involved, as well as product management and development.



[Chris Boglio](#) 3 posts since

Sep 3, 2008 9. **Re: What organizations does community management usually fit unders?** Sep 3, 2008 2:13 PM

At Pets.com, I am in strategic marketing but work with many cross-functional groups at PetSmart--Corp. Comm., Merchandising, editorial group for PetSmart.com, PetSmart Services, Charities, etc.