

HUGH LASHBROOKE

COMMUNITY MANAGER

PROFILE

Developer turned Community Manager for the global open-source WordPress project.

My studies in pastoral ministry, coupled with my years of work as a web developer, have been the perfect blend of theory & practical experience to prepare me for working as a community manager in the tech industry.

CONTACT & MORE

Online:

hugh.blog
twitter.com/hlashbrooke
profiles.wordpress.org/hlashbrooke

Email:

hlashbrooke@gmail.com

Phone:

+27 74 164 8506

Citizenship:

New Zealand & South Africa

PROFESSIONAL EXPERIENCE

COMMUNITY MANAGER

Automattic / WordPress | May 2016 - Current

Team lead since May 2019

I lead a team that manages a large, global open-source software community, including over 800 local communities all over the world that host monthly events & annual conferences. Our work involves building & maintaining the processes & tools that keep the community running, as well as working closely with local organisers to help them grow their in-person communities. We are involved in plenty of mediation, conflict resolution & written communication across all cultures and time zones.

A large part of my work, in addition to leading our internal team & supporting our local organisers, is to actively manage the large team of volunteers who assist the central Community Team.

Along with our internal team responsibilities we work closely with other teams in the WordPress project, most notably the Core Team, to coordinate product releases, mediate conflicts, assist with marketing, and craft project messaging.

COMMUNITY ENGAGEMENT MANAGER

WooCommerce / Automattic | January 2015 - May 2016

I worked internally to help the company & staff engage with the broader WordPress community in which we worked. This involved hands-on guidance, community advocacy & a community-focussed mindset to encourage active participation & contribution.

WEB DEVELOPER

WooCommerce | April 2012 - January 2015

Quick Online | October 2011 - March 2012

Naspers | October 2010 - September 2011

White Wall Web | July 2008 - September 2010

I developed & maintained client websites & in-house web properties - from bespoke platforms to WordPress-based solutions.

EDUCATION

BACHELOR OF THEOLOGY - MAJOR IN PASTORAL MINISTRY

Stellenbosch University | 2005 - 2007

While I didn't initially see the long-term career value in my degree, I have since come to the realisation that pastoral ministry and community management are effectively the same thing - I now find that I frequently use & reference my studies in my daily work.

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COMMUNITY MANAGER

RELEVANT WRITING

Pastoral Leadership and Community Management

bit.ly/hugh-leadership

When Good People Go Bad: Mediating Community Conflict

bit.ly/hugh-mediation

Becoming a Good Open-Source Citizen

bit.ly/hugh-citizen

The Growth of a Movement: do_action

bit.ly/hugh-movement

Too Much, Too Young

bit.ly/hugh-toomuch

Some Thoughts on Local WordCamps

bit.ly/hugh-wordcamps

Posts for the WordPress Community Team

bit.ly/hugh-author

RELEVANT TALKS

Building a Community Around Your Open-Source Product

bit.ly/hugh-building

Finding Your Place in the WordPress Community

bit.ly/hugh-place

Democratising Community

bit.ly/hugh-democratising

The WordCamper's Guide to the Galaxy

bit.ly/hugh-galaxy

WordPress and You: Community Engagement

bit.ly/hugh-engagement

NOTABLE ACHIEVEMENTS

CREATED & LAUNCHED GLOBAL CHARITY EVENT SERIES

2014 - Current

I conceptualised, organised & managed an annual community event to build websites for non-profits. It started off locally in Cape Town and has grown to the point where it is now organised independently by WordPress communities all over the world. I wrote the event documentation and built the tooling that local organisers use to make these events happen. Part of my work on the WordPress Community Team is to continue to support these events around the world.

You can find more information about the events at doaction.org

LONG-TIME LOCAL COMMUNITY ORGANISER

WordPress: 2013 - Current

CMX Connect: 2019 - Current

I organise monthly meetup events and annual conferences for local communities, partnering with other organisers that I have recruited over the years. This is where my passion for community work really began.

MANAGING A GLOBAL VOLUNTEER TEAM

2015 - Current

Within the broader WordPress Community Team, we have a group of about 50 people who volunteer their time to assist the team. One of my ongoing responsibilities is to manage and coordinate this group of culturally diverse volunteers that are spread across all time zones.

PRACTICAL COMMUNITY SKILLS

Persuasive & creative writing

Volunteer management

Empathic listening

Servant leadership

Event organising

Cross-team collaboration

Remote collaboration

People & team management

Strategic planning

Developer & community advocacy