

Social Media Manager Job Description Template

Social Media Manager Job Description

Are you a creative Social Media Manager who is passionate about growing and nurturing your brand's presence in the market?

Social Media Manager Job Description Summary

Our company is seeking a talented Social Media Manager to assist us as we grow our brand by planning, implementing and managing our social media presence and organisation's online presence. We're looking for someone who is a creative thinker that has excellent attention to detail and their finger on the pulse with social media platforms. You will demonstrate excellent written and oral communication skills and have experience and an interest in data analysis. You will be a team player who provides feedback to internal teams on the success of your campaigns. You will understand the target audience and have a firm grasp on community engagement methods and best practice.

About Your Company

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Social Media Manager Responsibilities

As a Social Media Manager at our company, you will:

- ✔ Plan, create and implement our social media strategies across the entire brand.
- ✔ Content management across multiple social media platforms including Facebook, Instagram, Twitter, LinkedIn etc.
- ✔ Identify insights and social media trends of campaigns through data analytics.
- ✔ Use data to inform campaigns and social media posts across all social media accounts
- ✔ Collaborate with copywriters and multiple stakeholders such as brand teams.
- ✔ Liaise with external stakeholders such as digital agencies and influencers.
- ✔ Management and dissemination of all leads generated through social media campaigns.
- ✔ Monitor, engage and grow our online communities through best-practice community management.
- ✔ Monitor company brand consistency, customer engagement, web traffic of social media campaigns
- ✔ Monitor and analyze competitor social media communities and social channels

- ✓ Manage projects adhering to the social media strategy and overall digital marketing strategy
- ✓ Uphold the company's brand voice and increase brand awareness
- ✓ [Add or delete details about the role where necessary]

Social Media Manager Requirements

Our ideal Social Media Manager will have:

- ✓ Excellent communication, interpersonal skills and a high level of attention to detail.
- ✓ Fast learner with an ability to adapt techniques based on requirements.
- ✓ Thorough understanding of all major social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest etc)
- ✓ A creative mindset and willingness to think outside the box to create engaging content.
- ✓ Strong data analysis skills to analyse key metrics of campaign success using Google Analytics or equivalent
- ✓ A team player who is willing to work with various internal stakeholders.
- ✓ [Add or delete details about the role where necessary]

Social Media Manager Benefits

- ✓ [List all of your company's core benefits here]
- ✓ [This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies]
- ✓ [It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided]
- ✓ [Consider mentioning industry-specific benefits]

Social Media Manager Education and Qualifications

- ✓ A bachelor's degree in marketing, business, advertising or another related field is not required to hire a good Social Media Manager. Vervoe believes in hiring social media managers based off a skills assessment, rather than the education background on a resume.
- ✓ A minimum of 2 years in related social media marketing manager roles or marketing department does not guarantee job performance. Vervoe believes in hiring based off merit, not background.

Pro Tip

In building your candidate profile, remember you've already identified what skills are needed to succeed in the role. Here's where to list your "must-have" skills and maybe a couple of "nice-to-have" skills. For example, a Marketing Assistant must have incredible data entry skills, and it would be nice to have experience running small campaigns.