

Social Media Manager Job Description

Job Summary

Our Social Media Managers are key to making sure we give our clients the best possible service. This position is great for the creative person with an analytical mind who has experience managing social media in a professional setting.

Primary Objectives

- Researching current clients Industries and competitors.
- Researching the latest social media trends and hashtags.
- Scheduling social media posts across Hootsuite, Later and other platforms as needed.
- Carrying out and attaining the mission and the goals of the business.
- Personal ongoing self-development and personal growth as an employee.

Responsibilities and Duties

- Assist with creating and implementing campaigns.
- Develop content calendars on a weekly and monthly basis for company brands.
- Monitor analytics to identify viable ideas.
- Writing social copy.
- Engaging with others on social media on behalf of clients.
- Drafting replies to messages and comments.
- Staying on top of key trends in social media.
- Contacting potential clients to establish rapport and arrange meetings.
- Attending conferences, meetings, and industry events.
- Blog writing
- Editing newsletters

Qualifications and Skills

- Bachelor's Degree in Marketing, Communications or related field
- 3+ years' experience in social media marketing
- Excellent oral and written communication skills
- In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, Pinterest and LinkedIn

- Experience with social media analytics, including Google Analytics and Facebook Insights preferred
- Basic knowledge of Photoshop and/or Canva
- Basic knowledge of Wix preferred
- Basic knowledge of Mailchimp and Constant Contact preferred