

Social Media Manager Job Description Template

We are searching for a talented social media manager to represent our company by building a social media presence for our brands. The social media manager will be required to run advertising campaigns and drive engagement by creating high-quality original content. You should also engage influencers, manage our community by responding to comments, and oversee our customer service across all platforms.

To be successful as a social media manager, you should possess a wealth of pertinent marketing experience. Ultimately, a top-notch social media manager should back their expertise by creating and sharing all relevant technical documents.

Social Media Manager Responsibilities:

- Running company social media advertising campaigns.
- Formulating high-quality novel written and visual content for each social media campaign.
- Building a social media presence by maintaining a solid online presence.
- Monitoring the company's brand on social media.
- Building brand awareness by engaging relevant influencers.

- Managing our online communities to ensure respectful and appropriate engagement.
- Responding to comments on each of our accounts.
- Overseeing customer service provided via social media.
- Analyzing data to determine whether social media campaigns have achieved their objectives.
- Coaching employees company-wide on content creation best practices.

Social Media Manager Requirements:

- Social media marketing experience.
- Experience developing social media strategies.
- Experience working with and developing a marketing plan.
- Ability to develop the right voice for each social media platform.
- Proven ability to build social media communities.
- Understanding of graphic design principles.
- Experience as a Brand Manager on social media.
- Ability to measure the success of campaigns.