

Social Media Manager Job Description template

Social Media Manager Job Description Template/Brief

We are seeking a creative and proactive Social Media Manager to enhance our online presence and engage with our audience across various platforms. The Social Media Manager will design and implement social media strategies to align with business goals while collaborating with cross-functional teams. The ideal candidate should possess a flair for crafting engaging content, a keen understanding of social media trends, and excellent communication skills.

Social Media Manager Job Profile

A Social Media Manager is responsible for developing, executing, and managing social media strategies to boost brand awareness and engagement. This role involves creating high-quality content, monitoring social media channels, and analyzing engagement metrics. Success in this role requires creativity, strategic thinking, and a passion for social media platforms.

Reports To

The Social Media Manager reports to the Marketing Director.

Social Media Manager Responsibilities

- Develop, implement, and manage social media strategies.
- Create and oversee engaging content for social media platforms.
- Collaborate with other teams, like marketing and customer service, to ensure brand consistency.
- Monitor SEO and web traffic metrics.
- Engage with followers and respond to customer inquiries in a timely manner.
- Analyze engagement data and adjust strategies to improve performance.
- Stay updated on the latest social media best practices and technologies.
- Use analytics tools to measure the success of social media campaigns.
- Organize and participate in events to build community and boost brand awareness.

Social Media Manager Requirements & Skills

- Proven work experience as a Social Media Manager.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media platforms.
- Strong copywriting and content creation skills.
- Understanding of SEO and web traffic metrics.
- Ability to deliver creative content (text, image, and video).
- Analytical and multitasking skills.
- Strong communication and interpersonal skills.
- Bachelor's degree in Marketing, Communications, or a related field.