

Instagram Marketing Manager Job Description template

Instagram Marketing Manager Job Description Template/Brief

We are seeking a creative and strategic Instagram Marketing Manager to lead and grow our brand's presence on Instagram. This role involves developing and implementing Instagram marketing strategies, creating engaging content, and analyzing performance metrics. The ideal candidate should have a strong understanding of Instagram trends and experience in social media marketing.

Instagram Marketing Manager Job Profile

An Instagram Marketing Manager will develop and execute Instagram strategies to increase engagement and brand awareness. They will create and curate compelling content that aligns with our brand voice and goals. This role requires creativity, attention to detail, and strong analytical skills to analyze engagement metrics and optimize strategies.

Reports To

The Instagram Marketing Manager reports to the Head of Digital Marketing.

Instagram Marketing Manager Responsibilities

- Develop and implement Instagram marketing strategies to increase brand visibility.
- Create and curate engaging content for Instagram, including posts, stories, and reels.
- Analyze Instagram metrics to measure the success of campaigns and make data-driven decisions.
- Stay updated with the latest Instagram trends and algorithm changes.
- Collaborate with cross-functional teams to align Instagram content with broader marketing campaigns.
- Engage with followers and respond to comments and messages promptly.
- Coordinate with influencers and brand ambassadors to expand reach.
- Plan and manage Instagram marketing budgets and ensure resource allocation aligns with goals.
- Organize Instagram contests and giveaways to boost engagement.
- Report on Instagram performance to the digital marketing team and suggest improvements.

Instagram Marketing Manager Requirements & Skills

- Proven experience as an Instagram Marketing Manager or similar role.
- Strong understanding of Instagram platform and trends.
- Experience with content creation and social media management tools.
- Excellent written and verbal communication skills.
- Creativity and ability to generate innovative ideas.
- Strong analytical skills and experience with social media analytics tools.
- Ability to work independently and as part of a team.
- Bachelor's degree in Marketing, Communications, or related field.
- Experience with influencer marketing is a plus.