

Social Media Manager (Tiktok) Job Description template

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We are seeking a dynamic Social Media Manager to oversee our TikTok presence. This role involves creating engaging content strategies and building a strong community around our brand. The ideal candidate should have a passion for social media trends and excellent storytelling skills.

Social Media Manager (Tiktok) Job Profile

The Social Media Manager will be responsible for developing and executing content strategies on TikTok to enhance our brand visibility. They will monitor trends, engage with our audience, and track performance metrics to optimize content. This role requires creativity, adaptability, and a deep understanding of TikTok's unique platform dynamics.

Reports To

The Social Media Manager reports to the Head of Marketing.

Social Media Manager (Tiktok) Responsibilities

- Develop and implement creative TikTok content strategies.
- Identify and engage with trending topics and challenges.
- Collaborate with creative teams to produce high-quality video content.
- Manage and grow our TikTok community by interacting with followers.
- Track and analyze content performance and audience engagement.
- Stay updated with the latest TikTok trends and algorithm changes.
- Coordinate with other social media teams to ensure brand consistency.
- Create monthly performance reports and provide insights.
- Work with influencers and brand ambassadors for collaborations.

Social Media Manager (Tiktok) Requirements & Skills

- Proven experience in managing TikTok accounts or similar social platforms.
- Strong understanding of TikTok trends and audience engagement.
- Creativity in content creation and storytelling.
- Excellent communication and interpersonal skills.
- Ability to analyze performance metrics and make data-driven decisions.
- Familiarity with video editing tools and techniques.
- Bachelor's degree in Marketing, Communication, or a related field.