

Social Media Manager Job Description Template

Overview of Social Media Manager

A Social Media Manager is a professional responsible for developing and implementing social media strategies to increase brand awareness and engagement. They create compelling content, manage social media platforms, analyze performance metrics, and stay updated with industry trends. This role requires strong communication skills, creativity, and proficiency in social media management tools. Social Media Managers play a crucial role in driving online presence and fostering meaningful connections with the target audience.

What Does a Social Media Manager Do?

Are you a social media guru with a knack for engaging storytelling? We're seeking a skilled Social Media Manager to join our team to increase brand awareness, engage with our audience, and drive traffic to our digital platforms. In this role, You will be the voice of our brand on social media, creating and curating content, managing social media channels, and analyzing performance metrics to optimize our online presence.

This role offers an exciting opportunity for a creative and strategic individual to leverage the power of social media to enhance our brand reputation and achieve business objectives. If you are enthusiastic about creating engaging content, fostering meaningful connections, and driving business results through social media, we want to hear from you!

Social Media Manager Responsibilities and Roles

- ❖ Develop and execute social media strategy that enhances engagement, brand recognition, and customer acquisition.
- ❖ Oversee every social media platform but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- ❖ Create and curate high-quality content, including posts, graphics, videos, and other multimedia assets, that aligns with brand voice and objectives.
- ❖ Plan and schedule social media posts, ensuring consistency in messaging and timing across platforms.

- ❖ Keep an eye out for mentions, messages, and comments on social media platforms, and reply as soon as necessary.
- ❖ Engage followers in meaningful interactions and conversations to build a sense of community.
- ❖ Collaborate with cross-functional teams, including marketing, design, and customer service, to coordinate social media campaigns and promotions.
- ❖ Track and analyze key performance metrics, such as reach, engagement, and conversion rates, and use insights to optimize content and strategies.
- ❖ Stay up-to-date with social media trends, tools, and best practices, and incorporate new developments into our social media strategy.

Social Media Manager Skills and Requirements

- ❖ Bachelor's degree in marketing, communications, or related field.
- ❖ Proven experience in social media management, with a strong portfolio demonstrating successful campaigns and content creation across various platforms.
- ❖ Strong communication abilities both in both verbal and written form, with the capacity to create captivating content and interact with a wide range of audiences.
- ❖ Creative thinking and storytelling abilities, with a keen eye for design, photography, and video production.
- ❖ Familiarity with analytics and social media management tools, like Sprout Social, Hootsuite, Buffer, and Google Analytics.
- ❖ Strong organizational and multitasking skills, with the ability to manage multiple projects and deadlines in a fast-paced environment.
- ❖ Knowledge of digital marketing principles, including SEO, SEM, and content marketing, is a plus.
- ❖ Passion for social media and digital marketing, with a curiosity to explore new trends, technologies, and platforms.

Pro Tip

While screening applicants and employees, deploying skill testing and competency-based valuation is crucial for a bias-free hiring process. Use Xobin to run end-to-end screening, assessment and AI-powered video interviews for this role and 1500+ other roles.