



## **SOCIAL MEDIA MANAGER**

The Social Media Manager will administer the company's social media marketing and advertising. Administration includes but is not limited to:

- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales

The Social Media Manager is a highly motivated, creative individual with experience and a passion for connecting with current and future customers. That passion comes through as he/she engages with customers on a daily basis, with the ultimate goal of turning fans into customers.

Community leadership and participation (both online and offline) are integral to a Social Media Manager's success. An essential component is communicating the company's brand in a positive, authentic way that will attract today's modern, hyper-connected buyers.

The Social Media Manager is instrumental in managing the company's content-related assets. Google's #1 search ranking factor is relevant content (content that serves the searchers needs the best). It's clear then that managing content should be part of the Social Media Manager's Job Description.

This position is full time salaried with benefits. Specific titles and/or duties for this position may also include:

- Digital Marketing Manager
- Content Marketing Manager
- Customer Experience Manager
- Community Manager

The Social Media Manager should always be learning, as it's a crucial component to their success. Social and digital marketing "best practices" shift constantly, so a budget should be allocated for training and/or attendance at applicable industry-specific conferences.

## **ESSENTIAL DUTIES**

### **Content Management**

- Administrate the creation and publishing of relevant, original, high-quality content.
- Identify and improve organizational development aspects that would improve content (i.e.: employee training, recognition, and rewards for participation in the company's marketing and online review building).
- Create a regular publishing schedule.
- Leverage the right tools to manage your content.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising

### **Social Media Marketing Management and Day-to-Day Activities**

- Develop relevant content topics to reach the company’s target customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a “Social” way while cultivating leads and sales.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Oversee design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Design, create and manage promotions and Social ad campaigns.
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Analyze key metrics and tweak strategy as needed.
- Compile reports for management showing results (ROI).

#### **Additional Duties**

- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate the ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain effective
- Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on the effectiveness of campaigns in an effort to maximize results.

## **RESPONSIBILITIES**

### **Social Media Marketing Plan**

The first responsibility of a Social Media Manager is to develop and implement a **social media marketing plan**. The marketing plan will include the following components and should be reviewed no less than every 90 days.

- **Brand Development**
- **Identify Target Audience**
- **Set Clear Objectives**

- Visual Design and Web Development Strategy
- Solid Content Strategy
- Promotion Strategy
- Engagement Strategy
- Conversion Strategy
- Measure & Analyze to Establish ROI

**Measure results on a daily basis.** Your results should tie back to your objectives and provide a clear understanding of the returns you're getting.

- Audience Growth
- Audience Profile
- Audience Engagement
- Content Reach
- Engagement by Content Type
- Leads
- Response Rate and Quality
- Negative Feedback

## QUALIFICATIONS

- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
- Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest, etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Enjoys a working knowledge of the blogging ecosystem relevant to the company's field.



- Displays the ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales relationships, online and off.
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of “Search and Social.”
- Possesses functional knowledge and/or personal experience with WordPress.

#### **CRITICAL COMPETENCIES**

- Is a team player with the confidence to take the lead and guide other employees when necessary. (i.e.: content development, creation, and editing of content, and online reputation management).
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Practices superior time management.