

JOB DESCRIPTION

SOCIAL MEDIA ADMINSTRATOR

**HOW TO MAKE THE MOST
OF YOUR SMA USING THIS
5R JOB DESCRIPTION
DOCUMENT**

- ✓ Content curation
- ✓ Engagement
- ✓ Metric Tracking



SOCIAL MEDIA ADMINISTRATOR

EXECUTIVE SUMMARY

ROLE

As a Social Media Admin, you will support the Social Media Manager by creating and scheduling social media posts, responding to comments and messages, and tracking metrics. You should have strong communication and organizational skills, basic social media and analytics knowledge, and a willingness to learn new skills. This role is ideal for someone passionate about social media who wants to work in a fast-paced environment and make a real impact on our company's social media presence.

SOCIAL MEDIA MANAGER

RESPONSIBILITIES

As our social media admin, your main responsibilities will include:

- **Create and schedule social media posts:** As a Social Media Admin, you will be responsible for creating and scheduling social media posts that align with our company's social media strategy. You should have basic design skills to create simple graphics and images for social media posts.
- **Respond to comments and messages:** You will need to monitor our social media accounts and respond to comments and messages in a timely and professional manner. This includes answering questions, addressing concerns, and engaging with our followers.
- **Track metrics:** You will need to track metrics to measure the performance of our social media accounts. This includes monitoring engagement rates, reach, and follower growth. You should be able to use social media analytics tools to report on these metrics and make data-driven decisions to improve our social media strategy.

SOCIAL MEDIA MANAGER

RESPONSIBILITIES

On a daily basis, you will be responsible for:

- Engaging with our audience on social media platforms and responding to their inquiries or comments in a timely manner. This will help us to build a strong relationship with our followers and keep them engaged with our brand.
- Updating our daily metrics to track our social media performance. You'll keep track of our engagement rates, follower growth, and other key performance indicators (KPIs) that measure our success.

On a weekly basis, you will be responsible for:

- Updating weekly insights and submitting social media performance to the managers.
- Scheduling social media posts using our content calendar management system.

SOCIAL MEDIA MANAGER

RESPONSIBILITIES

On a monthly basis, you will be responsible for:

- Updating our content calendar by preparing a daily tasks template. This will help us stay organized and ensure that our social media content is posted consistently and on schedule.

RESULTS

Our key performance indicators that demonstrate our social media success are as follows:

- 10 new group members per week: You'll help us grow our community by consistently attracting new members to our social media groups.
- 100% up on likes, followers, and engagement per week.

SOCIAL MEDIA MANAGER

RESULTS

To measure your progress, we've set the following milestones:

- First month: You'll be able to post all post types consistently across all our social media accounts, helping us to build our brand awareness and reach.
- Second month: You'll begin engaging with our audience by responding to comments and starting conversations so they will be active on our social media account.
- Third month: You'll be able to provide insights about our metrics and be able to propose new ideas about our content.
- Sixth month: You will be able to bring conversations to a direct message to send to our sales team to nurture.

SOCIAL MEDIA MANAGER

REQUIREMENTS

- **Basic Social Media Knowledge:** A social media admin should have basic knowledge of social media platforms like Facebook, Twitter, Instagram, and LinkedIn. They should understand how to create profiles, post updates, and respond to comments and messages.
- **Attention to Detail:** A social media admin should be detail-oriented and able to spot errors in posts and updates before they are published. They should ensure that all posts are grammatically correct, and all links and images are working properly.
- **Communication Skills:** A social media admin should have good communication skills, both written and verbal. They should be able to write clear and concise posts, and respond to comments and messages in a timely and professional manner.
- **Organization Skills:** A social media admin should be able to manage multiple social media accounts, create and schedule posts, and track metrics. They should be able to prioritize tasks and meet deadlines.

SOCIAL MEDIA MANAGER

REQUIREMENTS

- **Basic Design Skills:** A social media admin should have basic design skills and be able to create simple graphics and images for social media posts. They should be familiar with graphic design tools like Canva or Adobe Spark.
- **Basic Analytics Skills:** A social media admin should be able to track basic metrics like followers, likes, and shares. They should be able to use social media analytics tools like Facebook Insights, Twitter Analytics, and Instagram Insights to analyze performance.
- **Flexibility:** A social media admin should be willing to learn new skills and adapt to changes in social media platforms and algorithms. They should be willing to experiment with new ideas and approaches to improve social media performance.

REPORTS TO

Marketing Head

SOCIAL MEDIA MANAGER

COMPENSATION

OUR SALARY GUIDE

Remote Staff Levels	Junior (0-1 year online experience)			Intermediate (1-3 years online experience)			Specialist (3-5 years online experience)		
	40	80	160	40	80	160	40	80	160
TOTAL HRS WORK / MON	40	80	160	40	80	160	40	80	160
General Admin VA	\$250.00	\$450.00	\$850.00	\$350.00	\$650.00	\$1,250.00	N/A	N/A	N/A
Executive Assistant	N/A	N/A	N/A	\$499.00	\$879.00	\$1,579.00	\$599.00	\$1,099.00	\$2,100.00
Operations Manager	N/A	N/A	N/A	\$499.00	\$990.00	\$1,900.00	\$649.00	\$1,229.00	\$2,299.00
Jr. and Sr. Marketing Tech	\$359.00	\$750.00	\$1,400.00	\$649.00	\$1,229.00	\$2,299.00	Request quote		
Social Media Admin/Manager	\$300.00	\$599.00	\$1,129.00	\$499.00	\$990.00	\$1,900.00	\$649.00	\$1,229.00	\$2,299.00
Social Media Growth Manager	N/A	N/A	N/A	\$599.00	\$1,099.00	\$2,100.00	\$649.00	\$1,229.00	\$2,299.00
FB Ads Manager	N/A	N/A	N/A	\$599.00	\$1,099.00	\$2,100.00	\$649.00	\$1,229.00	\$2,299.00